# BROADCASTING

combined with

## Broadcast Advertising

Published Semi-Monthly

Vol. 7 No. 1

WASHINGTON, D. C.
JULY 1, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy



JOHN CREAR
JUL 5 1934
LIBRARY


# A STATEMENT OF POLICY

THERE is much ado about the evil ways into which advertising is alleged to have fallen. Misrepresentation, bombastic claims and bad taste, they say, are tending to undermine the public's confidence in all advertising.

Radio, as the newest medium, and as a freely invited guest in the homes of the American people, must be particularly vigilant to avoid such criticism.

WOR takes this occasion to make plain its policies which have been rigidly enforced since advertising first appeared on its air.

We will accept products only of proven merit. The recent surge in advertising of nostrums and other drug remedies has occasioned no change in this respect.

Our listeners cannot be exploited by extravagant and misleading claims. Our stand on "Truth in Advertising" was settled early in our commercial career with the first years of the "McCann Pure Food Hour" broadcasts.

We will not subject our listeners to the advertising of products objectionable in nature or in bad taste. We never have to worry about deciding what is in good taste and what is not. If it is questionable, it is eliminated.

Adherence to these standards is good for advertising, we think. We know it is good for us. And we welcome our ever increasing number of new friends and new accounts who believe as we do.

Alfred J. McCosker

PRESIDENT.

BAMBERGER BROADCASTING SERVICE, INC.

# WOR

CBS
CBS

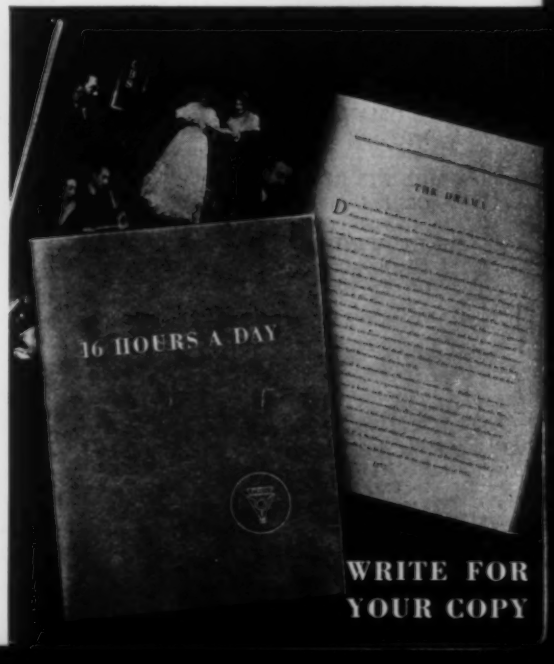
# 5,840 *Creative* HOURS

DAY AFTER DAY, the unbroken rhythm of 16 hours of Columbia Network broadcasting molds the expanding millions of radio listeners into a close-knit, nation-wide *Columbia* audience. No one listener (and few busy executives) can hope to know the full significance of the complete Columbia schedule. But the cumulative power of 5,840 program hours each year serves more than 60,000,000 listeners...creates for the Columbia Network and its advertisers the largest regular audience in the world. What goes into these hours? A detailed study of Columbia's annual presentations has just been prepared. Its title..."16 Hours a Day." It is a Columbia document of special interest; a unique record of unprecedented mass influence. A copy will be sent to you at your request.

## COLUMBIA
## BROADCASTING SYSTEM

485 MADISON AVENUE • NEW YORK

*ADMINISTRATIVE OFFICES:* NEW YORK, CHICAGO, DETROIT, WASHINGTON, LOS ANGELES, PHILADELPHIA, LONDON, (ENGLAND)



***"Free & Sleininger's story of a station's capacity to serve our clients is as intimate and authentic as if told by the station itself."***

Larry Triggs

LARRY TRIGGS
Director, Radio Department
Charles Daniel Frey Company

| | *Population of Primary Daytime Coverage Area* |
|---|---|
| **WOC-WHO DES MOINES**<br>*NBC Basic Red Network* | 4,389,108 |
| **WGR-WKBW BUFFALO**<br>*CBS Basic Network* | 1,544,828 |
| **WHK CLEVELAND**<br>*CBS Basic Network* | 2,069,345 |
| **WIND GARY—WJJD CHICAGO**<br>*(WIND) CBS Supplementary Group* | 5,837,199 |
| **WAIU COLUMBUS**<br>*Predominant in Central Ohio* | 1,433,606 |
| **WDAY FARGO**<br>*NBC Northwestern Group* | 785,854 |
| **WHB KANSAS CITY**<br>*"Dominant Daytime Station in K. C."* | 2,322,934 |
| **KFAB LINCOLN—OMAHA**<br>*CBS Northwestern Group* | 2,522,075 |
| **WAVE LOUISVILLE**<br>*NBC Southcentral Group* | 925,717 |
| **KOIL OMAHA-COUNCIL BLUFFS**<br>*NBC Basic Blue Network* | 1,363,985 |
| **WMBD PEORIA**<br>*CBS Basic Supplementary Group* | 464,352 |
| ***CKLW WINDSOR** *(Detroit Trading Area)*<br>*CBS Basic Network* | 4,372,000 |

* Represented in Chicago and Middle West Territory only.

"Free & Sleininger are always giving us valuable information about stations—market peculiarities, audience reactions, merchandising ideas—not available in any published form. They are wise in the ways of getting cooperation and aid from stations which agencies only infrequently obtain direct. Knowing the problems of advertiser and agency, and understanding radio station management, it is the liaison work they do which makes Free & Sleininger service so valuable to us."

Charles Daniel Frey Company has had signal success with radio programs and particularly spot broadcasting. Larry Triggs is an experienced time buyer and thoroughly competent to run his own show. But he and his company have found that dependable direct station representatives like Free & Sleininger have a plus service to offer which is well worth while in conducting their extensive radio work.

Quite frankly, they learned about this service through actually using it. If you have not had similar experience with Free & Sleininger, the Frey agency's approval, as well as that of many another important agency and time buyer, should be interesting to you.

We are proud of our ability to give you almost instantly, such information as relates to markets, available time, talent and rates, and by means of telephone, teletype and telegraph, to quickly supply more specific or unusual data.

Our men are experienced advertising and radio executives—our branch offices from coast to coast can serve you quickly. One experience will prove to you that you can use Free & Sleininger stations with confidence.

# FREE & SLEININGER, INC. *Radio Station Representatives*

| NEW YORK | CHICAGO | DENVER | SAN FRANCISCO | LOS ANGELES | SEATTLE |
|---|---|---|---|---|---|
| Chrysler Bldg. | 180 N. Michigan Ave. | Charles Building | Russ Building | Chamber of Commerce Bldg. | Stuart Building |
| Murray Hill 2-3030 | Franklin 6373 | Keystone 6028 | Sutter 5415 | Richmond 6184 | Elliott 6662 |



Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933. at the Post Office at Washington, D. C., under Act of March 3, 1879.

BROADCASTING
and
Broadcast Advertising

VOL. 7 No. 1 WASHINGTON, D. C., JULY 1, 1934 $3.00 PER YEAR—15c A COPY

# Seven FCC Members Named by Roosevelt

By SOL TAISHOFF

## Sykes and Brown Holdovers, Stewart and Walker Named; Three 'Dark Horses' Chosen as Radio Board Expires

A FEDERAL Communications Commission somewhat political in complexion was named by President Roosevelt June 30 to administer the Communications Act of 1934 and to succeed the Radio Commission as the regulatory body not only over the radio but over the interstate telephones and telegraphs. Six of the members are lawyers.

Chairman E. O. Sykes, charter member of the Radio Commission, was named chairman of the new agency with a seven-year term. The only other radio commissioner on the new agency is Vice Chairman Thad H. Brown, Ohio Republican, who was given a six-year term. Radio Commissioners Harold A. Lafount, Utah Republican, and James H. Hanley, Nebraska Democrat, failed of reappointment and concluded their tenures June 30 when the Radio Commission expired.

### Remainder of Board

OTHER members of the FCC are:

**Paul A. Walker, Democrat, of Oklahoma, chairman of the Oklahoma Corporation Commission, a lawyer long experienced in the regulation of utilities; five-year term.**

**Norman S. Case, Republican, for five years Governor of Rhode Island; four-year term.**

**Dr. Irvin Stewart, Democrat, of Texas, radio expert of the State Department; three-year term.**

**George Henry Payne, Republican, of New York, member of New York City Tax Commission, newspaperman and author; two-year term.**

**Hampson Gary, Democrat, of Texas, Minister to Switzerland under President Wilson, and now a practicing attorney in New York and Washington; one-year term.**

Mr. Gary's selection for the short term is in the nature of an interim appointment that will allow Rep. Anning S. Prall, New York Democrat, to take over that post when he becomes constitutionally eligible in 1935. Rep. Prall was appointed last February to the old Radio Commission but preferred to serve out his term in Congress. It is understood he has been assured a place on the new Commission when he is eligible, having been precluded from immediate appointment because the Commission was created during his term in Congress.

The appointments of Judge Sykes, Col. Brown, Dr. Stewart and Mr. Walker are considered "merit" selections by virtue of their experience. The other three appointments are largely political or personal. Mr. Payne and former Gov. Case are both personal friends of President Roosevelt, while Mr. Gary, associated with the President while he was Assistant Secretary of the Navy during the Wilson administration, also is said to fit into the "personal friendship" category.

The appointments were announced by President Roosevelt at the eleventh hour—just a day before he embarked on the cruiser *Houston* for his vacation voyage. Changes in the slate were made shortly before the selections were announced, it was learned on good authority. Both Commissioner Lafount and former Rep. Homer Hoch, Republican, of the Kansas Public Service Commission, were on the original slate, but political objections to their appointments caused their names to be stricken.

All of the selections are recess appointments, subject to confirmation by the Senate next January. Presumably, all of the names, with the possible exception of Mr. Gary's, will be sent to the Senate for action by President Roosevelt. It is understood that Mr. Gary may resign just before Congress convenes to make way for the nomination of Rep. Prall, who is a powerful New York Democrat, close to the administration.

The new Commission will be organized and sworn in as soon as possible, according to Chairman Sykes. A majority of the appointees were in town June 30, when the slate was announced. Appointment of staff chiefs is to follow shortly, probably within the fortnight. The three major staff posts are those of general counsel, chief engineer and secretary. New posts created under the act are those of directors of three divisions which the Commission is authorized to create.

### Jolliffe and Spearman

IN ALL likelihood, Dr. C. B. Jolliffe, chief engineer of the Radio Commission, whose technical services have won high commendation, will become technical head of the FCC. Although there are several Democratic candidates for the post, Dr. Jolliffe has the implied support of Chairman Sykes, Col. Brown and Dr. Stewart. He was appointed chief engineer in 1930 during the Hoover administration, as a West Virginia resident. At the time he was a radio scientist with the Bureau of Standards.

The portfolio of general counsel, it is anticipated, will be offered to Paul D. P. Spearman, Mississippi Democrat and former assistant general counsel of the Commission. Now a practicing radio attorney in Washington, Mr. Spearman, if urged, is expected to accept the assignment. Before his appointment as Commission assistant general counsel in 1929, which post he resigned in 1931, Mr. Spearman was legal advisor to the Mississippi Railroad Commission, and has had considerable legal experience in telegraph and telegraph rate regulation.

Herbert L. Pettey, secretary of the Radio Commission, is assured of reappointment as secretary of the new agency, although there is a possibility that he will become director of one of the divisions.

(*Continued on page* 40)

### Federal Communications Commission

**RADIO'S NEW REGULATORS—Center: Judge E. O. Sykes, chairman. Left, top to bottom: Dr. Irvin Stewart, of Texas; George Henry Payne, of New York, and Hampson Gary, of Texas. Right, top to bottom: Thad H. Brown, of Ohio; Paul A. Walker, of Oklahoma, and Norman S. Case, of Rhode Island.**

# Advertisers Favor Regulation of Ads By Media Involved

### Optimistic Trade Forecasts Made at AFA Meet

SELF-REGULATION of advertising by the mediums involved, as a means of staying the hand of government interference, was advocated by the Advertising Federation of America in resolutions which won unanimous adoption at the closing session of its thirtieth annual convention in New York on June 20.

The tenor of the AFA meeting throughout the four days of general and departmental sessions was that advertising is a social necessity and that advertisers, their agencies and advertising media should be permitted to clean house voluntarily, unmolested by the government. Existing organizations and new machinery which can be set up, it was agreed, can eliminate whatever objectionable practices which may exist and adequately protect the consumer.

Optimistic statements about business conditions were made by many speakers, including Edgar Kobak, AFA president and vice president of NBC; C. M. Chester, president of General Foods Corp.; Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn; Kenneth Collins, assistant to the president of Gimbel Brothers, and Paul Hollister, executive vice president and publicity director of R. H. Macy & Co.

#### Message From Roosevelt

One of the highspots of the session—a message from President Roosevelt to Mr. Kobak—urged the advertising profession to aid in the business recovery drive.

"There are few groups which can accept and fulfill the responsibility of properly educating the public as well as the advertising fraternity," the President wrote Mr. Kobak. "You have rendered conspicuous service thus far in presenting sound interpretations of the purposes and objectives of the recovery program."

Election of a new president and chairman of the board of directors was deferred by the board on June 20 for 30 days because of its inability to make the selections at the time. The convention, however, did elect six directors and the board of directors elected three vice presidents, a secretary and a treasurer. Until the next board meeting is held, Mr. Kobak will continue in office as president, and Gilbert T. Hodges, of the *New York Sun*, will continue as chairman.

#### Other Officers Named

VICTOR MARTIN, advertising manager of the *Davenport* (Ia.) *Democrat*, was elected secretary, and Frank A. Black, advertising director of William Filene's Sons Co., Boston, was named treasurer. New vice presidents are Josephine Snapp, of Chicago, of the *Household Magazine;* Charles E. Murphy, New York attorney, former advertising manager of the Texas Co., and Arthur H. Brayton, of Marshall Field & Co., retiring secretary.

Directors elected to serve for three years are Frank Braucher, vice president, Crowell Publishing Co.; George W. Kleiser, president, Foster & Kleiser, retiring vice president; Mr. Hodges; Mr. Kobak; G. R. Schaeffer, Marshall Field & Co.; Miss Helen Rockey, assistant manager of advertising of the gas and electric companies affiliated with Consolidated Gas Co., New York, and retiring vice president of AFA.

The resolutions adopted by the AFA urging self-regulation of advertising followed closely the recommendations of President Kobak. In his keynote address, Mr. Kobak struck back at the critics of advertising. He advocated a specific program by each advertising group as a means of properly controlling objectionable advertising copy.

#### Resolve For Self-Regulation

THE MAIN resolution follows in full text:

WHEREAS advertising has long since proved itself to be a necessary and economic force in the material welfare of the people of the United States; and

WHEREAS that material welfare is vitally involved in the challenge of the day to all our American institutions—political, social, commercial;

*Therefore*, organized advertising insofar as it may be involved in the challenge to such institutions, meets that challenge in the spirit of truth and good will in which it has pioneered in the field of business and asks the critics of our business institutions to be guided by like motives.

Advertising is distinguished by its public power and responsibility, and consequently must be operated with greater efficiency and greater freedom from abuse than other business methods. It is not only exposed to public appraisal at all times but is dependent upon the confidence and good will arising out of a great body of constructive effort; and

WHEREAS advertising has created its own standards of practice years ago and has consistently sought to improve and enforce these standards with all its cooperative power, having set up enforcing bodies—the Advertising Review Committee, the Better Business Bureaus and the individual review organizations—to deal with the small percentage of offenders; and

WHEREAS the present emphasis on the small percentage of misuse of advertising demands that we reiterate our condemnation of all abuses of the social code of honesty, decency and good taste; and

WHEREAS we recognize the general adherence to our standards from the vast majority of all groups touching the activity of advertising, and believe that we can continue to improve our own regulation of our business without governmental intervention: Therefore,

*Resolved*, That the Advertising Federation of America call upon its affiliated groups to strengthen existing machinery or to set up new machinery to provide more effective supervision of advertising copy.

It is the business of advertising bodies acting together, either on a trade or geographical basis to keep the public free from advertising that is destructive in its misrepresentation, its inaccuracy, its indecency, or that is offensive in any way to the consumer.

With adequate self-regulation, laws already in existence are fully capable of punishing these deliberate offenders: and be it further

*Resolved*, That the Advertising Federation of America continue and strengthen its educational work and extend it to all colleges, schools, clubs, associations and all organizations of consumers.

#### Radio for Department Stores

RADIO aspects of the AFA sessions were confined almost entirely to the NAB commercial section departmental, reported elsewhere in this issue. The National Retail Dry Goods Association departmental heard a paper on the place of radio in the department store promotional plan delivered by O. R. Strauss, Jr., sales promotion manager of Richs, Inc., of Atlanta. He held that possibilities of radio advertising for department stores, as he viewed it, are far more limited than when used by national advertisers.

"My reasons for this statement," he said, "is based on this one fact: a department store has to sell one hundred thousand and one items to a group of people necessarily limited by certain trading area; on the other hand, a national advertiser, in the majority of instances, is striving to sell one item at one price to a nation of users.

"There are times, however, when radio advertising in department stores is definitely an excellent medium. I personally prefer the institutional type of advertising used over the radio rather than the direct selling of actual merchandise.

"We do feel that there is a place in the department store budget for radio publicity and it is our opinion that this expenditure should be utilized for institutional advertising and that such advertising should be of the most timely and interesting nature."

## "As Free as the Press"

**"IN COOPERATION with the Government, radio has been conducted as a public agency. It has met the requirements of the letter and spirit of the law that it function for 'public convenience and necessity.' To permit radio to become a medium for selfish propaganda of any character would be to shamefully and wrongfully abuse a great agent of public service. Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."—President Roosevelt in a message to the 1934 annual convention of the Radio Manufacturers Association June 13.**

# Crosley Organizes For NAB Meeting

Mr. Crosley

APPOINTMENT of Powel Crosley, president of the Crosley Radio Corp., operating WLW and WSAI, Cincinnati, as chairman of the local committee to handle arrangements for the forthcoming NAB convention was announced June 16 by Edwin M. Spence, WPG, Atlantic City, general chairman of the NAB convention committee. The appointment was made following a visit to Cincinnati by Mr. Spence and Philip G. Loucks, NAB managing director.

Simultaneously, Mr. Spence announced that the Netherland-Plaza Hotel, Cincinnati's newest hostelry, had been selected as convention headquarters. Arrangements are being made for the NAB golf tournament, to be held Sunday, Sept. 16. BROADCASTING will award the golf trophy for the second successive year.

Mr. Spence and Mr. Loucks are working jointly on the agenda for the convention, to be held from Sept. 16 to 19. It is expected that the sessions will draw the largest attendance in NAB history, with 450 to 500 registrations anticipated. Other personnel appointments in connection with the annul meeting will be announced shortly by Mr. Spence.

## Studebaker on 2 Nets

USING networks of both NBC and CBS, Studebaker Sales Corp., South Bend, Ind., is undertaking an intensive summer and fall campaign to market its cars. Starting July 9, the sponsor is presenting Richard Himber's orchestra with Joey Nash on an NBC-WEAF hookup, Mondays, 8-8:30 p. m., EDST. On Aug. 7 the same orchestra with the "Studebaker Champions" will start a series on CBS, Tuesdays, 9:30-10 p. m., with a rebroadcast from 11-11:30 p. m., EDST. The agency is Roche, Williams & Cunnyngham, Chicago.

# Move Made to Better Station Net Relations

## NAB Commercial Section Votes to Conduct Investigation; Action Taken on Coverage Surveys, Standard Rates

ACTION designed to bring about harmonious trade practice relations between the networks and their affiliated stations, in the interest of network and spot advertisers and under NAB auspices, was taken at a meeting of the NAB commercial section in New York on June 20, held in conjunction with the annual convention of the Advertising Federation of America.

After heated discussion of the matter in executive session, the commercial section adopted a resolution under which an NAB committee will be designated to consult with representatives of the networks as well as with advertiser and agency representatives. The object will be the formulation of a concrete plan, clearly defined, to be presented at the forthcoming NAB annual convention in Cincinnati, Sept. 16-19.

### Patt Introduces Issue

RAISED by John F. Patt, general manager of WGAR, Cleveland, and chairman of the subcommittee on station relations with networks, the network-station issue became the main topic of debate in executive session, after Mr. Patt had delivered a report in open meeting advocating NAB intervention. Mr. Patt's original proposal that the entire question be laid before a representative group comprising network, station, agency and advertiser spokesmen was modified on the ground that the NAB has no place in contractural negotiations between networks and their affiliates.

The resolution finally adopted instructed the commercial committee to furnish to the two networks the Patt report with the "request" that they take steps to harmonize network and affiliated station trade practices.

The resolution was one of a half dozen adopted during the two-day commercial section meeting, which was attended by about 150 station, advertiser and agency officials. Every phase of commercial broadcasting was discussed openly and fully during the meetings, which were hailed by those in attendance as the most comprehensive and constructive symposium of agency-advertiser-station activities since the advent of broadcasting.

### Action on Coverage

ONLY a small portion of the issues debated and discussed in the open sessions reached the resolution stage in the executive sessions. Most of the subjects, such as exclusive representation of stations, formulation of plans for a coverage yardstick, and station-agency relations were referred for action to the forthcoming NAB convention.

Another resolution, relating to coverage surveys, concluded that field strength measurements made by competent engineers should form the basis for establishing station coverage. Similar to the resolution adopted at the last NAB convention, this conclusion, however, also recommended that the present Radio Commission standards for primary and secondary coverage be approved by the NAB. Finally, it proposed that the NAB take steps to establish a bureau to supervise and approve coverage areas of NAB member stations based on these standards.

On standardization of rate card practices, the section adopted a resolution recommending that units of sale be standardized at one hour, half hour, quarter hour, five minutes, one-minute transcriptions of 100 words, and half-minute transcriptions of 50 words or less. Several other points relating to rate standardization and units of sale also were recommended. They are published in the accompanying box on the following page.

### Patt to Head Group

ARTHUR CHURCH, general manager of KMBC, Kansas City, and chairman of the commercial section, who presided, declared the network-station question of commercial trade practices constitutes one of the most important business problems confronting all elements of the industry.

Mr. Patt, Chairman Church declared, will continue as chairman of the subcommittee of the NAB entrusted with this problem. Additional members will be named later. Chairman Church will invite the American Association of Advertising Agencies and the Association of National Advertisers to designate members to participate in deliberations prior to the Cincinnati convention.

By composing trade practices between stations and networks, it was pointed out during the discussions, it may be possible to so standardize time placements as to make available definite periods for local and national spot accounts over network affiliates. Thus, it was held, many advertising prospects now unable to place programs because of complications in clearing time could be accommodated.

### Jansky Discusses Surveys

THE VERY FIRST subject on the NAB commercial section agenda—station coverage—provoked a wide range of discussion in which agency executives, advertisers and broadcasters participated. The topic was opened by C. M. Jansky, Jr., consulting engineer and head of the firm of Jansky & Bailey, Washington, which has pioneered in station coverage surveys.

Discussing "what we have learned about broadcast station coverage," based on surveys made by his firm, Mr. Jansky made a number of rather startling disclosures which blasted old theories. He emphasized that station coverage deals with the availability of service and not the reaction of listeners to it, and is purely a scientific study.

These studies, Mr. Jansky said, show that there is a radical difference between coverage conditions at night and conditions in the daytime. One of the surprises, contrary to theory, was that primary nighttime coverage of a station is never greater than the primary daytime coverage area. "In fact," he declared, "it is usually, but not always, less."

Another important disclosure, likewise contrary to accepted theory, was that the power assignment of a station is one of the least important factors in determining its coverage areas because of the wide variety of interference and physical factors which must be contended with. For example, he said that two stations having the same power assignment may have primary daytime coverage areas which vary by a factor greater than 20 to 1. Yet, in the past, power has been considered the main factor in coverage. "Power has about as much to do with the coverage areas of a station as the weight of the transmitter used expressed in pounds," he said.

Mr. Jansky emphasized that in his definition of station coverage he said nothing at all with respect to the reaction of broadcast listeners to programs. Obviously, he declared, a listener's habits are determined by many things, including his personal habits and his mental reactions to the types of programs. "However," he continued, "it is important to note that his listening habits are also vitally dependent upon the grades of coverage he receives. It is this definite and necessary reaction of listeners to the grades of service they receive which must be understood if statistics on coverage are to be of real value in the selection of stations by the advertiser and in the planning of sales campaigns."

Concluding his prepared address, Mr. Jansky said:

"Because coverage is of vital importance in determining what broadcast listeners do, because it can be measured accurately and uniformly by scientific methods for any and all stations and because when once measured it stays put until something is done to change it, coverage properly defined and properly measured possesses all of the requirements necessary to furnish an accurate yardstick of broadcast station effectiveness."

### Damm Urges Habit Study

LISTENER habit studies, rather than technical field surveys and sundry other types of surveys, were advocated by Walter J. Damm, manager, WTMJ, Milwaukee, and former NAB president. As Mr. Damm was unable to be present at the meeting his paper was read by Martin B. Campbell, general manager of WFAA, Dallas.

In his paper, Mr. Damm said there were two principal reasons for studying listener habits: one to secure information for the station so it may know what service it is rendering to the public and how this service may be improved, and the other to secure data for the buyers of broadcast advertising.

"The radio industry," he declared, "is suffering today from too

### Participate in AFA Radio Parley

Mr. Hollinshead

Mr. Patt

Mr. Church

Mr. Kynett

Mr. Midgely

Mr. Blakemore

Mr. Fox

Mr. Bowman

Mr. Gamble

Mr. Jansky

Mr. Campbell

Mr. Harlow

many surveys and research studies rather than too few. Too many people are attempting to do the work along too many lines, with the result that many of the studies are of little use to prospective buyers of radio time. Because of the many methods used and the fundamental misapplication of some of the principles followed, it may even be that many surveys are actually misleading. This is no reflection on the integrity of any of the stations or research organizations that have published their findings. Ignorance and erroneous deductions are no doubt to blame rather than downright dishonesty."

### Honest Data Necessary

MR. DAMM said the industry is beginning to realize that stations must give reliable information comparable to that provided by other advertising media, and that stations must be "honest" in publishing their findings. The withholding of unfavorable data from the prospective advertiser "can only prove to be a boomerang in the long run," he asserted.

Stations should be able to show certain specific data for their primary market covering every hour of the day and every day of the week, Mr. Damm held. This data should show the number and percentage of radio-set-owning families, whether one or more members are at home; the percentage and number of such families in which the radio set is turned on, and the stations to which such sets are tuned. Thus, he held, the guesswork would be taken out of time-buying, just as it was taken out of newspaper space-buying with the advent of the Audit Bureau of Circulations.

Regarding field strength surveys, Mr. Damm said they are purely technical and show only where a station can be heard. They fail to show where a station is listened to regularly or by how many listeners, he declared, holding that their only value is to the station in that the survey serves to indicate the potential audience.

### Fan Mail Inadequate

AUDIENCE mail also was cited as inadequate. Mr. Damm said fan mail is a step forward from field strength measurements, but, he added, it can never accurately gauge the total number of people who listen to a station with a fair degree of regularity or the total number listening to an individual program. Special offers designed to pull mail was said by Mr. Damm to be of little value to the buyer of radio advertising.

Analyzing direct contact surveys with listeners, Mr. Damm said these fall into two groups, one in which the listener is asked for an opinion or for information as to his actual listening performance the day or week before, and the second in which the listener is asked what he is doing at the moment of the interview. The first, which he described as the "opinion or memory type survey," was declared to be objectionable from several standpoints.

The second type of survey, which he called "at-the-moment" or "on the spot," was said by Mr. Damm to be the only type that will give the information the radio advertiser wants. Such a survey was conducted for WTMJ. It embraces only two questions: (1) Is your set turned on? and, (2) To what station?

### Interviews and Phone Calls

"THESE questions," Mr. Damm said, "may be asked of a sufficiently large number of listeners to get a truly representative cross-section, and they must be asked at all hours of the day on all days of the week, over a sufficient period to get a real picture of a market's listening habits. Naturally the method precludes the use of a mail questionnaire. Interviews must be conducted by telephone or by personal call at the home.

"The facts developed are not based on guesswork or on a vague memory. There is no 'maybe' about it, no 'sometimes.' It is the actual situation at the time the call is made. The findings of such a survey make it possible to build the three sets of figures outlined earlier in this talk. Furthermore, by reference to the program schedules of the various stations during the period such a test is made, the type of program preference can be readily determined."

Mr. Damm outlined the results of the survey conducted by WTMJ. There were "plenty of surprises," he said, some pleasant and a few not. For the most part, he said the survey disclosed that programs which had been built especially to suit the preference of the station's listeners were known to the station as those with the greatest popular appeal. An interesting fact developed was that 13 per cent of the listeners interviewed who had their sets on did not know to what station they were listening.

In conclusion, Mr. Damm emphasized that surveys of the "at-the-moment" nature should be made frequently to determine any changes which the situation in any market may undergo. "Let us not forget that the listener will not continue to tune to the same station at the same hours on the same days unless the programs he hears meet with his approval," he admonished. "Therefore, the 'at-the-moment' type of survey is of great value, not only to the prospective buyer of time but also to the station management itself."

### Campbell Hits Idea

OPENING general discussion on surveys and coverage, Mr. Campbell said it was his view that the Damm type of survey "is a waste of time and money." He said it was of "passing value only" and soon becomes obsolete.

Roy Harlow, assistant to the president of the Yankee Network, criticized stations for paying too little attention to program quality during all hours of the day and to listener reaction. The element of showmanship, he contended, is subordinated, and too much is "assumed" by stations about listening habits. All hours of the day are good and the theatrical element should be injected into all programs, whether sustaining or commercial, he maintained.

Frank A. Arnold, former director of development of NBC and now vice president of the Albert Frank-Guenther Law Agency, New York, concurred in Mr. Harlow's view. He declared that the radio audience is now a "selective audience." Many programs designed for women acquire a sizable masculine audience, he declared, while programs built distinctly for men draw surprisingly large responses from women.

Taking the same point of view was Walter Neff, commercial manager of WOR, Newark, who recounted the experiences of that station in developing morning time and then afternoon time. By producing attractive programs, he declared, surprising results were procured during hours which heretofore have been regarded as of little audience value.

### The Advertiser's View

A. W. LEHMAN, secretary of the Association of National Advertisers, called upon by Mr. Campbell to express the advertiser's view, explained that a cooperative analysis of broadcasting had been undertaken four years ago by his organization. Entitled "The Advertiser Looks at Radio," he said this study has embraced more than 350,000 interviews with listeners and has involved an expenditure of $160,000. This survey, he declared, was designed to provide the advertiser with information about radio coverage and listener reaction so he would be aware of what he was getting for his money. An adequate yardstick, he declared, goes far beyond coverage surveys alone.

### Manager of WOW, Omaha

John J. Gillin, Jr., manager of WOW, Omaha, declared that the coverage survey of his station has proved successful and shows distinctly and accurately how many listeners are within the service area of the station. The actual number of listeners, he declared, depends upon the show itself. The Damm type of survey, he said, is good for only a short period of time.

Paul Blakemore, president of the Coolidge Advertising Co., Des Moines, stated that many surveys of listener reaction to programs conducted by stations and networks have proved of definite value. He declared, however, that advertisers as well as agencies should realize that they must do a "good program job" to attract listeners, and that buying time should not be considered the only investment. Buying time is not comparable to purchase of white space, he said.

### Agency Men's Views

BROADCASTERS, on the other hand, Mr. Blakemore contended, should tell their prospects the complete story. Of vast importance, he declared, is knowledge of the opposite program on competing stations. Such a word of caution to the advertiser would convince him of the necessity of building a show sufficiently good that it can compete with these "opposite" station offerings. Otherwise, he asserted, the advertiser might get a "sour impression" on radio.

Stations should go far beyond coverage studies to provide adequate audience information for their clients, said Frank Barton, of the N. W. Ayer radio department. Numerous factors must be considered for intelligent time buying, he declared, pointing out that this constituted a "tough problem" for which there seems to be no definite solution at this time.

C. E. Midgely, media head of the radio department of Batton, Barton, Durstine & Osborn, Inc., said a variety of intangible factors must be taken into consideration in the

## AFA-NAB Parley Resolutions

**FOLLOWING are the resolutions and motions adopted at the NAB commercial section meeting, held in conjunction with the annual convention of the AFA in New York June 19 and 20:**

**The NAB Commercial Section resolves that its committee report on station relations with networks given at the AFA convention, June 17-19, be furnished to the two national networks with the request that they take steps to harmonize network and affiliated station trade practices which are reported in this study; further, that the committee report at the Cincinnati convention on any new developments.**

**On standardization of rate card practices, we recommend to the members of NAB that units of sale be standardized as follows: One hour, half hour, quarter hour, five minutes, 1-minute transcription, 100 words; half-minute transcription, 50 words or less.**

**It is the sense of the Commercial Section of the NAB that field strength measurements made by competent engineers form the basis for establishing station coverage. It is the definite recommendation of this committee that in view of the lack of any better standards the NAB approve the present Federal Radio Commission standards for primary and secondary coverage (10 millevolts for primary coverage, where the noise level is very high, such as in cities; 2 millevolts for residential sections of cities, and 500 microvolts for rural sections); and it is further recommended by the committee that the NAB definitely proceed toward setting up some bureau to supervise and approve establishment of primary and secondary coverage areas on member stations based on the above standards.**

**All quantity discounts shall be given within a period of one year, with discounts retroactive to the first broadcast within that year and discounts shall apply within the same time classifications.**

**Operating companies or holding companies operating more than one subsidiary [such as General Motors] shall be permitted to buy under a group plan, allowing discounts for each of the separate companies under a blanket order to apply even if more than one agency is involved in placing time.**

**All stations are urged to incorporate in their rate cards, in addition to the regular standard units of time, under a separate heading called "Special Service Features," such features as time signals, weather reports, sports events, participation programs and any other service features, with an adequate description of what the individual station allows.**

**It is recommended that no station shall quote quantity discounts on consecutive times other than 13, 26, 52, 100, 150 and 300.**

selection of stations for particular markets. Surveys have a definite value, he declared, but his own experience has been that he takes into consideration the "personality" of stations in making up lists, along with other data of which he has knowledge.

All of this discussion, pro and con, was brought to a climax when Edgar Kobak, president of AFA, and NBC vice president, declared that the broadcasting industry has much more data and more facts about their business than the newspapers, but that they had not gotten the material over to their clients.

### Mr. Kobak's Advice

"YOU HAVE something big but you don't know you have it," Mr. Kobak said. "The advertisers are asking for more from radio than they seek from others. You need better organizing between the buyer and the seller."

Station relations with advertising agencies was the subject of the report submitted by Mr. Harlow as a member of the subcommittee of three appointed last year to study the matter. Other members were Mr. Church and J. Leslie Fox, vice president of WMCA, New York.

Mr. Harlow summarized his findings as follows:

**1. The trend seems to be toward exclusive station representation. This may be through an office maintained by one radio station or by an organization whose function it is to represent on an exclusive basis one or more stations in the sale of time, such organizations to function along the same plan as those now maintained by newspapers and magazines.**

**2. The stations must develop and furnish to agencies more factual information concerning coverage service, etc., eventually setting up a yard stick of at least sufficient reliability to be applied with equal efficiency to all stations. Work along these lines should be inaugurated at once.**

**3. Talent or entertainment brokers depending entirely on services to either agencies, stations or clients are not yet warranted and may never be. However, stations and agencies themselves must consider their own need for study and experience in the entertainment field.**

**4. Consideration of stations' time charges in relation to charges made by networks for same facilities is worthy of study.**

**5. That either this or another committee or perhaps the commercial committee of the NAB as a whole should make close and, so far as possible, maintain constant contact with the advertising fraternity through its committee for the continual discussion of current problems.**

Mr. Harlow recounted the many problems confronted by agencies and stations in dealing with advertisers for production of programs. The average client, he declared, does not know and should not be expected to know about programming. Yet, he added, there are many wasted hours caused through arguments over tempo, orchestrations, pick-up, interpretations and numerous other musical technicalities by clients and their representatives when the proper merchandising of their product needed attention. "There are still too many clients showing more interest in meeting the stars on their radio programs than in the proper selection of the stations to be used," he asserted.

Merchandising practices of stations for their clients—a moot subject in the business of broadcasting—was discussed at the June 19 session by Irvin Gross, of the Wharton School of Finance and Commerce. His remarks are published elsewhere in this issue. Mr. Gross appeared for the late Harry Howlett, commercial manager of WHK, Cleveland, who was chairman of the merchandising subcommittee of the commercial section, and had conducted, with Mr. Gross' assistance, a far-reaching survey of merchandising practices. The conclusions of the survey were that merchandising service is destined to stay and now is offered in varying degrees by 90 per cent of the stations and that stations should pass on the costs of this work to the client.

At a luncheon meeting of members of the radio committee of the American Association of Advertising agencies and the commercial committee of the NAB, held June 19, numerous questions relating to agency and station relations were discussed informally. Such matters as allowance of the 2 per cent cash discount to agencies in addition to the 15 per cent regular commission, recognition of agencies by stations, general use of the standard order blank, and similar problems of mutual interest to the groups were discussed with final action to be left to the NAB convention in Cincinnati this September. Chairman Church and Managing Director Philip G. Loucks, of the NAB, led most of the informal discussion in behalf of the broadcasters, with H. H. Kynett, president of Aitkin-Kynett Co., Philadelphia agency, chairman of the AAAA radio committee, and Frederick R. Gamble, secretary of the AAAA, as spokesmen for the agencies.

### Study Agency Recognition

AT THE EXECUTIVE session of the commercial committee held June 19, a motion by Mr. Patt, that a committee be appointed to study matters of agency recognition and exclusive station representation carried by unanimous vote.

## AFA DELEGATES VOTE "YES"

### To Question of Whether New Deal Has Aided Trade; Voting Machine Gathers Other Data

BUSINSS this year has shown vast improvement over 1933 for a majority of the advertisers and advertising agencies who participated in the novel voting machine balloting conducted by NBC during the Advertising Federation of America annual convention in New York, June 17-20.

Nearly 85% of those who voted in answer to the question, "How does your company's 1934 business compare with 1933?" declared that the improvement ranged from 1 to more than 100% better. Only 5.1% reported less business than for last year, while 10.2% said it was equal. The greatest number—23.7%—said business was from 20 to 30% better, while 2.6% held they had enjoyed better than double last year's business.

In all, a dozen questions were propounded to AFA delegates by the NBC. In cooperation with the Automatic Voting Machine Corp., the experiment was conducted to ascertain the value of these machines for survey purposes. Indirectly, the experiment was to learn of their value for possible use at the World's Fair Exhibit in Chicago. The total number of votes cast was not disclosed, with only the percentages of votes pro and con, given.

The moot question of studio audiences, and whether they add or detract from the listener's enjoyment of a radio program brought a 54.8% vote in their favor and 45.2% against.

That advertising men are advertising minded was clearly shown in answer to the question whether they believed broadcasting advertising programs should be promoted in newspapers magazines, trade papers, house organs, direct mail, billboards, point of sales displays, etc. Voting in the affirmative were 93.2% of the conventioners, with only 6.8% against. To the question "Do you favor the promoting of a radio program in advance of its going on the air?" 93.2% responded "yes," and 6.8% in the negative.

Only 23.6% of the voters had radios in their cars. Of the delegates voting, 42% said they had

NBC Voting Machine

summer homes or summer camps. Of the latter, 77.6% had radios in their summer abodes. Nearly half of those voting—48.3%, to be exact—believe in having radios in their business offices.

Directed to advertising agencies only was the question: "Do you have a radio in your agency office?" The affirmative vote totaled 31.5%. That AFA delegates know their radio was evidenced in the response of 66.8% that they know which stations near them are connected with the NBC Red or NBC Blue networks and which are independent stations.

"Do you believe the New Deal has aided business recovery," was the tenth question. "Yes," answered 76.7%.

Only 1.1% of those voting admitted they did not have a radio in their homes. Owning one set were 56%; two sets, 31%; three sets, 9.2%; four sets, .5%; five sets, 2.2%.

In addition to the NBC exhibit, which included an elaborate graphic display as well as the voting machine, CBS and WOR, Newark, had attractive radio exhibits.

How radio has benefitted an industry by acquainting not only the public but its dealers and distributors with a knowledge of its functions was recounted at the opening session, June 20, by Francis D. Bowman, advertising manager of the Carborundum Co., of Niagara Falls, N. Y., which has been on a CBS network for four years and intends to expand its program to a nation-wide CBS hookup this fall.

Mr. Bowman explained that his company produces abrasive materials used in every known industry, trade and craft. Little had been known about the product by the general public prior to the company's advent on the air, he explained. The problem was to get the story to the greatest number of people at the lowest possible cost. Also, the company wanted industry as well as the public to know about its products. Eight years ago, he explained, Carborundum went on the air over one Buffalo station. Then it tried a western hookup, then eight stations, and finally—four years ago—a limited CBS network.

"We decided upon a good band. We kept our commercials as short and as interesting as possible. We have never allowed ourselves to oversell; we have never used the word 'best.' We have tried to tell stories of interest, in a quiet, conversational way about the various products in which abrasives are used. There has been great interest in that type of story from the public and from the men in industries using our products."

### Reactions to Campaign

LARGE increases in retail sales of hardware stores have been traced directly to the radio program, Mr. Bowman said. Dealer enthusiasm has been great and there have been many direct evidences that the program has increased retail sales, he declared. A 160.4 per cent increase in safety razor hones resulted from a campaign in which radio was the only consumer medium used, he declared. Over a three-month period there was a 35 per cent increase in hardware sales of all products attributed to the radio program.

In the discussion which followed Mr. Bowman's address, H. K. Boice, vice president in charge of sales of CBS, brought out that the network program from the beginning has been presented on Saturday night, which has been regarded generally as a poor radio night. Mr. Bowman's exposition of the results his company has achieved, he declared, proves the effectiveness of a good program any evening of the week.

Arthur Pryor, Jr., head of the radio department of B. B. D. & O., reflected a similar view. The type of program, he declared, is important, adding that thought should be given also to the "advertising effort" along with the program. The one great trouble in the past, he declared, has been that there has been too much program and not enough business in it.

### Predicts Rise in 1934

PREDICTION that general radio advertising should increase from 10 to 15 per cent during 1934 over the estimated gross receipts of about $57,000,000 for 1933 was made by Dr. Herman S. Hettinger, of the Wharton School of Finance, in an address before the commercial committee, June 20. The rise in national network revenues should be double the general increase, he

said, pointing out that time sales for the first quarter of the current year totaled more than $19,000,000.

Dr. Hettinger said that an analysis of available statistics shows that slightly more than half of the total radio advertising volume is made up of network advertising. For the last half of 1933, national spot volume was approximately one-third that of national network volume.

Discussing the market for radio advertising, Dr. Hettinger said it has only scratched the surface of its possibilities. In the network field, convenience goods, such as small articles of low price, mass consumption and high repeat sales, and the more widely distributed specialty goods, such as automobiles and electrical appliances, seem to be the principal fields represented.

Regional network advertising, he declared, seems to follow the national network business rather closely, except that cosmetics are decidedly less important. Local advertising, however, is vastly different in composition from national spot and network, running into a miscellaneous group comprising hundreds of different types of local enterprises. The statistics show that retail advertising of all types constitutes between 35 and 40 per cent of all local business.

### Essentials of Prospects

AFTER discussing the myriad opportunities confronting radio in the nature of latent prospects, Dr. Hettinger said there are three factors which, in his opinion, are essential for radio to capitalize on these potentialities. They are (1) a better knowledge of the behavior of the present market; (2) better knowledge of the relation of radio to the entire field of distribution, and (3) better knowledge and cultivation of the retail market in particular.

Dr. Hettinger declared the first great need of the radio broadcasting industry is cooperative promotion, similar to that done by the Bureau of Advertising of the American Newspaper Publishers Association, the cotton textile industry and numerous other industrial groups. "It is high time," he said, "the radio broadcasting industry took similar steps to prepare itself for the severe competition which lies ahead. The work of your trade association should be expanded along these lines at the earliest possible moment."

As for potential radio prospects, Dr. Hettinger said the tendency in the past has been toward concentration of accounts in one or another field of business on the part of the average station. Thus, the roster of sponsors of many stations is unnecessarily concentrated in a few fields, he said. He pointed out that the potential radio advertising market is surprisingly broad. During March, he declared, he counted 204 different types of business sponsoring non-network programs on a group of 100 stations. Both in national spot and local advertising, he continued, "a most amazing variety of products presented themselves, ranging from awnings, antiques, bullion cubes, building supplies and bicycles, through egg dyes, grapefruit, light bulbs, and macaroni, to wagons, wall paper, work garments and yeast.

"The point in which I am interested," he concluded, "is that of emphasizing the necessity for a cooperative approach to the problem of selling radio advertising and of improving it; and of not merely being content with a common attack of legal and legislative problems when danger threatens. I have no brief for any method. I only ask that it works."

### Standards of Representation

ELIMINATION of the "wildcatter" in radio through the establishment of some sort of industry bureau which would check the standing of representatives, brokers and agencies, was advocated by Mr. Fox. In an address in which he discussed problems of radio sales, the WMCA vice president said a working means of recognition must be worked out to stabilize the industry. House agencies, agency brokerage organizations, and out-and-out chiselers, he declared, constitute real menaces to the industry and must be outlawed if the radio medium is to command the respect of all advertisers and of reputable agencies.

One of the original advocates of exclusive representation for stations, Mr. Fox pointed out that during the last year, several representative organizations have been launched and in nearly every instance have done excellent work for stations. "Radio sales," he said, "have been placed on a much higher standard and much of the chiseling has been eliminated. I think this is a healthy condition and fully expect that in a short time, all radio sales will be conducted on the same high standard as publications."

On the matter of station coverage or circulation, Mr. Fox created somewhat of a sensation when he suggested that the industry have the Audit Bureau of Circulation, operating in the publications field, set up a standard form of station coverage and potential audience for radio. "Surely there is no organization better fitted to do it and if it were done by A. B. C., no other medium would feel inclined to dispute the findings."

The cost of compiling such data, Mr. Fox suggested, could be prorated among the various industries interested so that it would not be excessive to any individual or group.

### Rate Practices Discussed

PINCH-HITTING for James W. Baldwin, executive officer of the Code Authority for the broadcasting industry, I. R. Lounsberry, director of WGR and WKBW, Buffalo, N. Y., discussed standardizing units of sale and rate practices. Stabilization of rates, he pointed out, has been greatly aided by the NRA broadcasting code and its rigid trade practice provisions.

Rate cards of stations, Mr. Lounsberry declared, should comply with the AAAA's suggested standard and should set forth general requirements regarding commercial copy which conform with the broadcasting industry code. Units of sale, he suggested, should be broken down into three groups: (1) general advertising; (2) special services for sponsorship, and (3) participation features.

To bring about uniformity in sale of time, Mr. Lounsberry advocated rigid adherence to the resolution adopted at the last NAB convention that the one-minute spot announcement be regarded as a 100-word announcement. As for rates for the particular units of sale, he said that Class A hours, or the preferred evening hours, should be placed at the peak or 100 per cent; Class B, or the time in-between daytime hours and choice evening hours, should be 50 to 70 per cent of the maximum rate, and Class C, embracing other hours usually considered in the daytime category, should be fixed at 50 per cent of the maximum.

Standardization of quantity dis-

(*Continued on page 38*)

## Registration at AFA-NAB Radio Departmental . . .

FOLLOWING is the official list of those who registered for the AFA-NAB radio departmentals in New York, June 19 and 20:

Herbert Hollister, WLBF, Kansas City, Kan.
E. C. Eibell, Beneficial Management Corp., New York.
Mary J. Whelan, American Academy of Political & Social Science, Philadelphia.
C. A. Kracht, WMCA, New York.
L. C. Grace, Grace & Holliday, Detroit.
M. A. Howlett, WHK, Cleveland, and WAIU, Columbus.
V. H. Pelz, Lord & Thomas, New York.
J. V. McConnell, NBC, New York.
C. L. Egner, NBC, New York.
Webster Smith, WTAM, Cleveland.
J. A. Holman, WBZ, Boston.
Francis Conrad, KDKA, Pittsburgh.
P. A. Winchell, NBC, New York.
J. J. Karol, CBS, New York.
H. S. Hettinger, University of Pennsylvania, Philadelphia.
Irvin Gross, University of Pennsylvania, Philadelphia.
G. A. Robertson, WLS, Chicago.
William R. Cline, WLS, Chicago.
John J. Oxley, Oakland, Cal.
Francis D. Bowman, Carborundum Co., Niagara Falls, N. Y.
G. W. Davis, Electrical Research Products, Inc., New York.
I. R. Lounsberry, WKBW and WGR, Buffalo, N. Y.
Chas. F. Phillips, WFBL, Syracuse, N. Y.
Kolin Hager, WGY, Schenectady, N. Y.
Frank E. Chizzini, NBC, New York.
C. H. Youmans, G. Lynn Sumner Co., New York.
S. J. Gellard, WLTH, Brooklyn, N. Y.
E. P. H. James, NBC, New York.
L. J. Galbreath, Kenyon & Eckhardt, Inc., New York.
Joseph Vessey, Kenyon & Eckhardt, Inc., New York.
Fred Gamble, AAAA, New York.
Vincent F. Callahan, WRC-WMAL, Washington.
K. H. Berkeley, WRC-WMAL, Washington.
H. K. Carpenter, WPTF, Raleigh, N. C.
J. Leslie Fox, WMCA, New York.
George E. Halley, KMBC, Kansas City.
Sol Taishoff, BROADCASTING Magazine, Washington.
Martin Campbell, WFAA, Dallas.
W. S. Hedges, NBC, New York.
Roy Harlow, Yankee Network, Boston.
Albert A. Cormier, WOR, Newark.
Walter J. Neff, WOR, Newark.
William Rogow, WOR, Newark.
F. C. Brokaw, Paul Raymer Co., New York.
J. O. Maland, WOC-WHO, Des Moines.
John J. Gillin, Jr., WOW, Omaha.
J. Thomas Lyons, WCAO, Baltimore.
C. E. Midgley, Jr., Batten, Barton, Durstine & Osborn, New York.
F. C. Sowell, Jr., WLAC, Nashville.
R. W. Sweet, WLAC, Nashville.
Harry C. Wilder, WSYR, Syracuse, N. Y.
Clifford M. Chafey, WEEU, Reading, Pa.
W. A. Riple, WEEU, Reading, Pa.
Robert A. Street, WCAU, Philadelphia.
W. L. Hoppes, Electrical Research Products, Inc., New York.
T. A. Smith, RCA Victor Co., Camden, N. J.
F. A. Arnold, Albert Frank-Guenther Law, New York.
A. P. Cox, Cox and Tanz, station representatives, Philadelphia.
Eugene R. Tanz, Cox and Tanz, Philadelphia.
Alfred Jordan, Philadelphia Chamber of Commerce.
Hibbard Ayer, station representative, New York.
Clair R. McCollough, Mason-Dixon Group, Lancaster, Pa.
J. B. Bissell, Paris & Peart, New York.
A. B. Thomas, Centaur Company, New York.
A. W. Lehman, Association of National Advertisers, New York.
Al Rose, WOR, Newark.
R. M. Hennick, *Waterbury Republican-American*, Waterbury, Conn.
Paul Blakemore, Coolidge Advertising Co., Des Moines.
Geo. H. Field, Geo. H. Field Transcriptions, Inc., New York.
G. Howell Mulford, McKittrick Co., New York.
C. M. Jansky, Jr, Jansky & Bailey, Washington.
John V. L. Hogan, WLXR, New York.
H. P. Peters, representative, New York.
C. Streibert, WOR, Newark.
Lewis Allen Weiss, WJR, Detroit.
Ruth Y. Lichtenberg, WWJ, Detroit.
L. N. Goldsmith, *Commerce and Finance*, New York.
Nate Lord, WAVE, Louisville.
Edgar Bell, WKY, Oklahoma City.
Fred Weber, American Broadcasting System, New York.
E. M. Meneongh, Des Moines.
Amy Blaisdell, Ogilvie Sisters, New York.
M. G. Ogilvie, Ogilvie Sisters, New York.
Raymond Davies, General Marketing Counselors, Inc., New York.
L. W. C. Tuthill, Tuthill Advertising Agency, New York.
Max E. Solomon, WFI, Philadelphia.
Henriette K. Harrison, *New York American*, New York.
Edward Petry, New York.
Henry I. Christal, Edward Petry & Co., New York.
H. J. Greig, Greig, Blair & Spight, Inc., New York.
H. J. Perry, John V. L. Hogan, New York.
Elizabeth MacShane, WOR, Newark.
M. M. Boyd, NBC, New York.
Joseph K. Mason, NBC, New York.
W. E. Harkness, Paterson, N. J.
P. L. Deutsch, World Broadcasting System, New York.
Philip A. Fuss, WOR, Newark.
O. R. Johnson, New York.
H. H. Pollack, New York.
David D. Chrisman, WOR, Newark.
Arthur M. Wolkiser, New York.
Bertram J. Hauser, NBC, New York.
R. A. Davies, Jr., Group Broadcasters, New York.
Julian Street, Jr., NBC, New York.
W. Wadsworth Wood, New York.
J. C. Ross, WWJ, Detroit.
L. D. Fernald, Earnshaw-Young, Inc., New York.
Edward Carlin, Brooklyn, N. Y.
Jack Drasner, Brooklyn, N. Y.
M. A. Hollinshead, Campbell-Ewald Co., Detroit.
Leo Fitzpatrick, WJR, Detroit.
S. R. Rintoul, World Broadcasting System, New York.
John F. Patt, WGAR, Cleveland.
Scott Howe Bowen, New York City.
Linus Travers, Yankee Network, Boston.
Arthur Church, KMBC, Kansas City.

# Why Do Public Utilities Need Radio?

By PATTIE FIELD*

Statistical Department, National Broadcasting Company

## Companies Which Have Tried Medium Find It a 'Natural'; Creates Confidence and Good Will, Sells Products

**OF ALL INDUSTRIES none could find radio more effective for its purposes—to create confidence and good will and sell power—than the public utilities. Some cogent reasons and several successful stories of the use of radio by power and light companies are cited in this discussion. Miss Field, daughter of a former western utilities executive, is a keen research student who came to radio from the diplomatic service. She has the distinction of being the first woman Vice Consul in the American Foreign Service, resigning her post at Amsterdam, Holland, several years ago to join the NBC.**

ALMOST invariably when people learn I am with the National Broadcasting Company, they ask eagerly, "What do you do over the air?" And when I am forced to admit that I am a statistician, they are disappointed and a wee bit sympathetic.

A statistician is seldom a good salesman, but I shall give you some facts about radio which may be helpful to you in deciding how this medium should fit into your own advertising picture.

### Utilities and Radio

FEW PUBLIC utilities have used this medium. The few who have have had outstanding success.

The Philadelphia Company of Pittsburgh and its affiliated companies a few years ago began with two 15-minute afternoon programs over KDKA, using five periods in the afternoon and evening. The daytime period is purely educational. The home service department of the Duquesne Light Company and the Equitable Gas Company sponsor talks to the housewife. In the evening organ recitals are given from the home of one of Pittsburgh's prominent citizens. The advertising manager of the Philadelphia Company says:

"The value and popularity of this series was attested to by the number of requests received for a home lighting chart on 'Better Light—Better Sight.'"

Still another evening program, a "Variety Program," a combination of instrumental music and entertainers high-spotted a short dramatic sketch on the activities of the company such as "Deferred Rentals" for the future supply of gas, or a visit to the plant with explanations of how the coal is mined, how the company looks after the consumer's interest—in other words a good will program which has proved more than satisfactory to the company.

### 12 Years on Air

ANOTHER successful series of programs sponsored by the People's Gas Light and Coke Company, of Chicago, has been sponsored over WENR, Chicago, for 11 years. The Home Service Bureau built a morning program for housewives. The following of this program is so large that if a special lesson in "Cake Decorating" or a "Thanksgiving Menu" is announced, the auditorium of the company is packed. The monthly average response to this program is 6,000 letters and 11,000 phone calls. Due to the interest created by the broadcasts, 11,000 customers attend lecture demonstrations each month. In the words of an executive of this company:

"The results obtained from radio broadcasting may sometimes be difficult to measure in terms of dollars and cents but this is also true of other forms of publicity. The fact that these talks have been on the air every week day for over 12 years should leave little room for doubt as to the effectiveness of radio as a means of reaching the housewives of Chicago."

Due to the success of this educational program, the People's Light & Gas Company have joined with two other companies, the Public Service of Northern Illinois and the Western United Gas & Electric in sponsoring a program seven nights a week over a Chicago radio station.

### Sells Light Bulbs

THE NEBRASKA Power Company of Omaha sponsors a five-minute dramatic sketch, five times a week over WOW and KOIL. More efficient home lighting is the purpose of the program. It has resulted in an increased load and sales of light bulbs and electrical appliances. The advertising agency says of this program:

"And radio again came through as a load-builder for the utility that last fall broke all local records for electric washer sales by daily broadcasts over WOW. Light bulb sales by the Nebraska Power Company's electric shop alone during the campaign showed an increase of 38.5 percent over the same period of 1933. Laid in an ordinary home and broadcast by a cast of three or four persons, each sketch emphasized the dangers and handicaps arising from inadequate lighting in kitchen, play-room, laundry, or library. As very little newspaper promotion and no other form of advertising were used in the campaign, credit for its success goes directly to the thorough coverage of WOW and KOIL."

With all the stir and bustle in the advertising world over radio advertising to many an utility executive is asking himself the question, "What will radio do for my company? Will it bring better understanding between my company and the customer? Will the investor consider this a wise investment?" and last but most important, "Will it increase sales?"

MISS FIELD

### Good Will Carrier

RADIO advertising, scarcely more than 12 years old, has been recognized as the medium *par excellence* of good will. Most of the country's great business organizations have found in radio the solution of their problems.

Utility companies have been slow to use this medium. Their advertising problem is distinctly different from say an automobile or a cigarette manufacturer. They have a monopoly by public franchise on the product they sell, consequently, their approach to the consumer must be on the basis of good will.

Radio, the good will medium, is exactly suited to the needs of public utilities. These companies from their very set-up are, as they say in radio parlance, "a natural" for broadcast advertising.

### Five Reasons Why

FIRST, consider *the market:* Their customers, the users of gas and light are the owners of radio sets. The distribution of radio sets corresponds closely to electrically equipped homes. In the United States today there are 18,000,000 radio sets and 20,000,000 homes wired for electricity.

Second, consider *the need:* Public understanding of the problems a public utility faces are essential. In words of Chester Tripp of the American Federation of Utility Investors:

"The misinformation and lack of understanding of the principles and problems of utility services among all classes is astounding. Immediate action by the companies is essential in order to correct the widespread public misinformation which is a definite danger to the future of the securities owned by 10,000,000 investors."

Third, consider *the method of approach:* The proper servicing of a public utility is essential to the well-being of every home. Unfortunately or fortunately, it is only when the home does not receive this service that its lack is noticed. It is here that radio can be of real benefit, to a public utility. Radio is the guest of the home owner. With a twist of the dial he invites entertainment, and information. The public utility can combine entertainment with information on the service provided, and produce a program which will not only entertain but help the customers to understand the problems confronting the company.

### Produces Confidence

Fourth, *consider that radio produces confidence:* During the past year radio demonstrated its ability to instill confidence in the public mind. When the banks were closed the American public might well have been stampeded with fear. What happened? Over night confidence was renewed by one short talk from the chief executive.

Why should not the public utility use this same medium to create in the minds of the public: confidence in the honest management of the company, in the desire for better service, and in the contribution the company daily makes towards the well being of the community?

Fifth, consider the *radio sets in use:* If the public utility supplies electric power, while the program he sponsors is listened to, power is being used. The program will pay some of its own costs. It is estimated that in 1932 over 200,000,000 kwh were used up by radios. This figure naturally does not include the increased use of light by families who stay up later to listen to the radio.

In the early days of radio

(*Continued on page 37*)

* From a talk delivered before public utilities group at the AFA convention in New York, June 19.

# ABS to Have Basic Chain by Aug. 15

### Expects to Serve Half of U.S.; Fred Weber Named V. P.

AMERICAN Broadcasting System, the newly created network project headed by George B. Storer, will have its "complete basic chain" in operation before the middle of August, according to the first official announcement regarding the scope of the new network's plans made public June 28.

In a brochure to advertisers, agencies and others in the business of broadcasting, ABS explained that the chain will cover over 50 per cent of the entire listening audience of the country "at a cost far below anything ever before attempted in radio." Complete details, rates, coverage and similar data will be made available within three weeks, the announcement stated.

**Weber is Vice President**

ON JUNE 23, formal announcement was made by Mr. Storer, as president of ABS, that Frederick H. Weber, for eight years with NBC in its station relations department, had resigned to become vice president of ABS in charge of operations and station relations. The appointment became effective June 25. Mr. Weber was recently transferred to NBC headquarters in New York from Chicago, where he was station relations manager. He began his business career with A. T. & T. in the long lines division and compiled the first data for the NBC wired program service over A. T. & T.

The ABS brochure pointed out that the project for a new chain was inaugurated after advertising executives who had been consulted agreed that there is a definite need for a "third chain." The reasons were given as "(1) other chains have little time left to sell; (2) competition is healthy for any business, and (3) present costs are much too high for any but large advertisers."

"It is for these brief but potent reasons that we are forming, in a sane and sober manner, a third chain of radio stations. The men behind this venture are serious business men who have had a wide experience in both radio and advertising.

"Without benefit of ballyhoo or extravagant claims, the stations selected to form the ABS will cover 50 per cent of the entire listening audience of the United States, at a cost far below anything ever before attempted in radio."

**Seven Stations Linked**

STATIONS now affiliated with the network are WMCA, New York; WOL, Washington; WPRO, Providence; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; and WTNJ, Trenton.

ABS set up its own microphones for the broadcast of President Roosevelt's "fireside chat" on June 28. J. Fred Coll, director of publicity and special events of ABS, came to Washington to supervise the broadcast, and to arrange for other special events features such as "National Affairs," to be keyed from Washington and to feature outstanding men in public life.

WCAU Women's Club of the Air
Date May 24, 1934
This is to certify that Mary Doe
has satisfactorily completed the work as outlined
for the Better Homes Course of the Women's
Club of the Air and is entitled to full credit as
a graduate of this course.
Allene Houghton, M.S.
Director Food Service

Certificate Awarded in Radio Better Homes Course

# TEACHING WOMEN TO KEEP HOUSE

## "Better Homes Course" on WCAU Proves Good Medium For Group of Household Advertisers

By ELSIE CAROL

Elsie Carol

REALIZING the value of a woman-listening audience, WCAU, Philadelphia, inaugurated the "WCAU Women's Club of the Air" last October. The entire second floor of the WCAU Building was made into an auditorium studio with a modern kitchen built on the back part of the stage. Daily broadcasts from 2:30 to 3 p. m. and 3:15 to 3:30 p. m. were given by Dr. Allene Houghton, home counselor for the club, and Elsie Carol, director of the Food Service Bureau. Simultaneously with the broadcast, a demonstration was given to the visible audience from the radio kitchen.

Shortly after the opening of this new department in radio, the station planned to conduct a complete course in homemaking, taught over the air. The plans of the course were broadcast briefly, and an invitation was extended to every listener to enroll in the course. Hundreds of responses followed immediately.

**15 Lessons Planned**

LAST JANUARY the plans and necessary details were completed and the "better homes course," covering 15 lessons on successive Tuesday afternoons, was started. The lessons in foods, cooking, and marketing were given by Elsie Carol and those on interior decorating and kindred subjects by Dr. Houghton.

To each woman who registered, the first lesson with a letter of instructions stating the requirements necessary to complete the course and obtain a certificate was mailed. Following this, weekly outlines of the lesson for the next week were sent to those enrolled.

Six home projects were required of the women during the course. These projects were so planned as to call further attention to the foods served and appliances used in the women's club programs.

For instance, the class was asked to send in six original recipes using three of the foods advertised. Samples of a participant's wall paper were mailed to the group with the request that they write a brief description of the room for which the paper was most suitable, indicating a color scheme to be used and type of room for which it was most appropriate, also what furnishings and draperies should be used with it.

**Graduation Radio Party**

THREE LESSONS were given on "The New Technique in Kitchen Work," the lessons featuring a study of modern gas appliances which were used and advertised during the food hour. At the end of the 15 lessons an examination was given and certificates awarded to those women who passed the questions successfully. When the awards were made, a special graduation radio party was given for the members of the Better Homes Course in the auditorium studio.

The advertisers who participated in this series of broadcasts have reported excellent results and plan to participate next fall when the second series of broadcasts will be started. The new course will be extended to 30 weeks and will cover various other branches of the home which could not be included this year in 15 weeks.

**Outline of Course**

THE SERIES of 15 lessons covered the following subjects:

DR. HOUGHTON: Finding the Right Home; Financing the Home (budgets, household accounts); Interior Decoration (principles of design, patterns and designs, modernistic designs and furniture, color, space saving, choosing and arranging furniture, lighting, kitchen planning).

ELSIE CAROL: Choosing Food for Health (fundamental principles in the selection of a normal diet, calories and quantities); Menu Building (planning meals for balance, planning meals for palatability and attractiveness); Marketing (how to buy, purchasing staple foods, selection of fruits and vegetables, learning and choosing cuts of meat); Principles of Cookery (cooking of meats, cooking of vegetables, cooking of starchy foods, cooking of proteins and fats); The New Technique in Kitchen Work (a study of the modern gas range, gas refrigerator and other gas appliances).

An outstanding feature of the course was that it seemed to interest a very intelligent class of women who took the work very seriously. Many of the papers returned would put senior college students to shame, and much of the work was done by busy women with families.

Inasmuch as this was the first course of this kind to be given over the air, much satisfaction was felt by the station and sponsors over the results, and plans for a bigger and better course for next year are now under way.

# Former Wynn Aid Plans New Network

CREATION of the "Affiliated Radio Networks, Inc.," to start with a chain in the middle west, is being fostered by Ota Gygi, former violinist who was vice president and general manager of Ed Wynn's defunct Amalgamated Broadcasting System.

Mr. Gygi, it is learned, has been contacting stations in the middle west. WCFL, Chicago Federation of Labor station, he has stated, will be the key of the projected chain. His initial plans are understood to embrace stations in Illinois, Indiana, Wisconsin, Ohio, and Michigan. New York headquarters are said to be at 11 West 42nd Street.

A meeting of Wisconsin independent stations has been called by Mr. Gygi for July 2 in Milwaukee, at which time he will disclose his plans for the "Affiliated Radio Networks, Inc."

## WWVA Representative

APPOINTMENT of John Kettlewell, formerly with the Paul Bloch organization of newspaper representatives, as western representative of WWVA, Wheeling, W. Va., with headquarters in Chicago, was announced June 27 by George W. Smith, managing director of WWVA. Mr. Kettlewell, who has established offices in the Palmolive Building, will operate in conjunction with Joseph H. McGillvra, WWVA eastern representative in New York. Previously it had been announced that Edward Petry & Co. would represent WWVA.

## On Michigan Network

DR. MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), has contracted with the Michigan Network, keyed from WXYZ, Detroit, for the established quarter-hour evening news feature "Day in Review." Scheduled nightly except Sunday, the first broadcast was on June 22. Account is placed by Wade Advertising Agency, Chicago.

## Blatz Tests in West

BLATZ BREWING Co., Milwaukee, has placed a test campaign on KNX, Hollywood, with spot announcements through Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee agency. It will run from June to October, according to Guy Earl, KNX president.

# Merchandising Practices of Radio Stations

By IRVIN GROSS*
Wharton School of Finance, University of Pennsylvania

## 90% Render Some Service, But Only 66% Assess Sponsors; Need Shown for Standard Policy on Charges

Mr. Gross

**HOW FAR should stations go in merchandising the products of their clients? So important did this question become that NAB set up a special committee to study it under the chairmanship of the late Harry Howlett, of WHK, Cleveland. In this article, the author concludes the work undertaken by Mr. Howlett. The comprehensive survey discloses that nine out of every ten stations render some sort of merchandising service. It shows that merchandising service is destined to stay. It recommends that costs be shifted to the sponsor.**

THE merchandising question which confronts the broadcasting industry at the present time concerns itself with the extent to which this service ought to be carried by radio stations. It was the purpose of this survey to disclose the present station merchandising practice and to study the opinions of radio men with a view to formulating a workable set of standards for the industry. The questionnaires which were utilized as the basis for this study are probably familiar to most of you, for they were mailed to all member stations of the NAB over Harry Howlett's signature.

The questions embraced what we felt to be a complete list of the merchandising activities now in service, and the figures which I have before me were compiled from the response to these questionnaires. In all, 251 stations were solicited, and of these 161 or about 64% replied. Since the sample seems adequately representative, the figures can be regarded as indicative for the industry as a whole.

### Replies Classified

IN TABULATING the response, the answers were separated into geographical divisions, power classes, divisions by size of city in which the stations were located, and as to chain affiliates or stations independently operated. However, the important variations and trends were almost wholly related to stations of varying classes of power, and I shall therefore consider the data solely on the basis of its breakdown into the power groups. The categories used were 5,000 watts and over, 1,000-5,000 watts, 250-1,000 watts and 100 watts.

In considering the statistics, let us first turn to the services rendered by stations. We find that of the 151 stations answering the question, *"Do you render any merchandising service to concerns advertising over your station?"* nine out of every ten indicated that they do render some sort of merchandising. Ninety per cent of the stations of 5,000 watts and more in power rendered merchandising service, while the 1,000-5,000-watt division indicated 97% and the 250-1,000-watt stations, 95%. Only 79% of the 100-watt stations rendered merchandising service. The higher percentages shown for the intermediate classes of stations present an interesting view of the competitive situation which prevails in the field, since it is in these classes that the severest competition occurs.

Of the services rendered, the one most prevalent is that of sending letters to dealers telling them about the program that is on the air. Approximately four-fifths of the stations that render any merchandising service at all include this activity as a part of their regular practice. The larger stations render this service most generally, 89% of them doing so. There is a regular decline in the extent to which this service is rendered, corresponding to the decrease in power of station, only 77% of the 100-watt stations mailing letters to dealers.

It is interesting to note that the opposite trend prevails regarding the practice of sending out letters to consumers. Only 18% of the stations render this type of service. The largest stations are the most conservative, only 10% sending out letters of this type, as compared with 23% of the 1,000-5,000-watt stations, and approximately 18% for the two lowest power classes.

### Give Free Promotion

ANOTHER widespread practice is that of making free promotional announcements. Again approximately four-fifths of the stations interviewed indicated that they made such announcements. About 71% of the stations of 5,000 watts power or more made such announcements, with approximately 80% of the other classes of stations doing so. We asked the number of free announcements which would be given on a 15-minute, 13-time contract. The variations in the replies were both interesting and perplexing. The average indicated for the entire group was a fraction over five announcements, but one station indicated that it gave 26 announcements. From three to six announcements were the most prevalent number reported, though almost 10% of the stations reported giving ten or more free announcements. The practice of this latter group, obviously, could stand revision.

Of the stations that render free announcements, slightly more than 60% increase the number for larger contracts. The high powered stations again are the most conservative, only 41% doing so. The average is brought up by the intermediate groups, two-thirds of the stations in the 1 to 5 kw. power class, and three-quarters in the 250-1,000-watt class following the policy of giving more free announcements for larger contracts. Of the various bases used for determining the number to be given on increased contracts, the most common are "depending upon the judgment of the station," and "depending on the merits of the particular program," although 19 of the stations increase the number of announcements in direct proportion to the increase in the size of the contract, and 11 have definitely established maximums which they never exceed.

The practice of providing facilities for an audience to be present at a sponsor's broadcast is of particular timely interest. We find that 78% of the stations queried regularly invite studio audiences. The large stations do so in 85% of the cases, while 80% of the 1,000-5,000-watt, 83% of the 250-1,000-watt and 70% of the 100-watt stations provide facilities.

In connection with this service, about one-fourth of the stations furnish the client with printed invitations, the largest stations leading in adding this extra touch. About 40% of the group of large stations incorporate this service in their regular practice.

### Tie-in Advertising

ASSISTING clients in planning their tie-in advertising in other media is the fourth most important service rendered. We find 78% of the stations engaging in it. The usual trend is here reversed inasmuch as the 100-watt stations head the list with nine-tenths offering this type of assistance to clients. The 250-1,000-watt division rank next with 83%, while the largest stations follow with 75%. The 1,000-5,000-watt group is lowest with about 60% rendering this service. These figures must be interpreted in the light of the type of client served by each class of station.

We attempted to ascertain the specific extent to which this function is carried, but the response was rather disappointing since only 72 answers were received. Of these, however, half go no further than merely offering advice and making suggestions, while an equal number definitely aid in the planning of the advertising. Of the latter group, 26, or approximately three-fourths, aid in the preparation of the copy and layout, and five of the stations go to the extent of actually placing the client's advertising in the other media.

### Promoting Contests

CONDUCTING contests for the sponsor is another practice which finds greater favor among the smaller stations, for, while the average for the industry is 64%, the largest stations fall far below this figure, only 38% handling contests. The great majority of stations carry this service only to the extent of handling response and other minor details of the contest. Only 22 stations, or 28% of the entire group, carry the contest through to completion.

The practice of advertising the program in the newspapers is followed by 62% of the stations participating in the survey. This figure is colored by the fact that the 100-watt stations are considerably out of line in this activity, 88% of them engaging in it, whereas the other classes of stations vary slightly above 50%. Separate newspaper ads, however, are utilized by only 43% of the stations, with the balance restricting such advertising to the general program listings.

Another common merchandising activity is that of undertaking to persuade dealers to set up the sponsor's store and window displays. We find that 71% of the stations engaged in this service, although only about one-fourth carry it to the extent of having their own staffs make the actual installations. Only 15% of the stations of 5,000 watts and more power make the installations, while those in the other divisions vary around the 25% average for the industry.

### Personal Dealer Calls

THE LARGEST stations are the most conservative in making personal calls on dealers to tell them about the campaign, for, while the average for the whole group was 62%, only 42% of them engaged in this activity, with the other classes approximating the average. Stations apparently place far less emphasis on the staging of dealer meetings for the same purpose, for in this activity the figure for the group falls to 36%. The 100-watt stations drop to 16%, with the other classes of stations varying

(*Continued on page 42*)

* Excerpts from a paper read at the radio departmental of the AFA convention in New York, June 19.

# Labor Demands 35-Hour Week, 10% Pay Raise for Technicians

## NRA Hearing Develops Into Heated Debate; Artists Ask to Be Included in Broadcast Code

DEMANDING a 35-hour week and 10 per cent pay raise for radio technicians, and interjecting a proposal that steps be taken at once to fix minimum rates of pay and hours and working conditions for artists and performers, spokesmen for labor appeared before Deputy Administrator William P. Farnsworth in Washington, June 20 and 21, to seek changes in the broadcasters code which a majority of the Code Authority strenuously resisted.

The hearing was called to consider the reports of the Code Authority on hours and wages of technicians, which James W. Baldwin, as executive officer of the Code Authority, aligned with Philip G. Loucks, NAB managing director, sought to retain in status quo.

### Factions Debate

The two-day hearing, at which more than a dozen witnesses were heard and cross examined, developed into an acrimonious debate at times between the split factions on the Code Authority, the labor side being led by Edward N. Nockels and with Mr. Baldwin opposing. The case for labor also found a staunch proponent in C. A. Wood, staff member of the Labor Advisory Board of NRA, who not only supported the labor demands but himself propounded new proposals to include talent in the code as demanded by the Actors Equity Association.

The hearing was opened by Mr. Nockels, labor member of the Code Authority, who asserted that "only part of the route has been traversed toward proper wage and hour adjustment." Mr. Nockels, head of WCFL, Chicago, of the Chicago Federation of Labor, asserted the report, showing an increase in technical employment and wages and a decrease in hours under the code, revealed "a most salutary result," but he demanded "still more liberal provision for a revision upward in the wage scale and downward in the schedules of hours worked." Mr. Nockels branded as "sanctimonious" the concern for small stations shown by the Code Authority in its assertion that a further revision of the wage and hour scale would work an unbearable burden on them.

The whole tenor of the labor side, particularly as expressed by Mr. Wood, was that labor deserves a larger share of radio's earnings in view of the upturn of radio business. The monthly rises in network business were cited again and again.

### Better Conditions Shown

MR. BALDWIN'S brief statement reiterated the recent report of the Code Authority, to which the labor minority dissented, showing that between July 1, 1933, and December 16, 1933, the employment of technicians increased 11.9 per cent; their weekly hours of labor were reduced 9.8 per cent; the weekly payrolls for technicians was increased 21.1 per cent, and the weekly wage rate was increased 8.26 per cent.

Mr. Baldwin further pointed out "that licensed radio operators, with few exceptions, enjoy better protection against accident than is generally shared by other employes in similar work; that sanitary conditions are very good; that the work is not fatiguing; that the duties and responsibilities of broadcast technicians vary greatly according to the economic importance of the employer; that compliance with the wage provisions of the code has been effected in all but four of the 516 commercial stations in the United States."

"On the basis of these facts," said Mr. Baldwin, "and a knowledge of general conditions in the industry, the Code Authority, in its report, recommends that no changes be made in the wage and hour provisions of the code and gives it as their opinion that any further reduction in the hours of labor or any increase in the minimum wages paid broadcast technicians will oppress and may eliminate small radio broadcasting enterprises and will tend to promote monopolies."

### Speaks for Performers

MR. BALDWIN then cited Department of Labor bulletins to show that the average rise in the cost of living between June and December, 1933, was 5.2 per cent, while the average rise in the weekly wage rates of broadcast technicians was 8.26 per cent.

The demand that wage and hour provisions for performers be included was voiced by Miss Emily Holt, of Actors Equity, who asked that the broadcasters, other than sponsors, be made responsible for talent. Her proposals, later made specific by Mr. Wood, were limited to stations whose rate cards call for $100 an hour or more for time. Asked by Mr. Farnsworth what radio is to do about artists and performers who beg to go on the air for nothing, sometimes being willing to pay for the privilege, Miss Holt's response was that part of the philosophy of NRA is to protect labor against itself.

Mr. Baldwin objected to including talent in the considerations, asserting he had been given no notice of Actor's Equity's purposes. Paul M. Turner, counsel for Actors Equity, then asked the schedule be included. Thereupon Mr. Wood presented the proposals for a 35-hour week for technicians with pay of $44 on clear channel and high power regional stations, $33 on part-time clear channel or low power regionals and $22 on low power regionals and locals.

Mr. Wood's talent scale proposals included a complete schedule of minimum payments for artists according to the rate card of the stations, time of broadcasts or rehearsals, whether sponsored or sustaining, etc. A complete redrafting of Articles III, IV and V of the code was demanded.

The labor spokesmen were largely representatives of the International Brotherhood of Electrical Workers, now busily engaged

(*Continued on page 30*)

## "LOST and FOUND" Column Sponsored on WMAZ Has Good Following

A "LOST and Found" column has made its appearance over WMAZ, Macon, Ga., and the end of the first week found the public interested and the sponsor well pleased. A local roofing concern goes on the air five minutes each night with all "lost and found" items telephoned in during the day.

A natural curiosity holds the listeners. The type of program lends itself naturally to such commercials as *"Lost—a suite of furniture,"* or *"Found—a way to eliminate water hazards in your home,"* etc. The service is rendered free to the public, and the idea is one that brings revenue from announcements that small stations have long had to carry for nothing.

## Tugwell Reveals Plans To Push Food-Drug Bill

THAT the administration intends to secure a "satisfactory law" covering foods and drugs at the 1935 session of Congress, was indicated by Rexford G. Tugwell, now Undersecretary of Agriculture, in a letter to the workers in the food and drug administration of the Department of Agriculture, made public June 26. The letter expressed regret over the failure of Congress to pass the Copeland-Tugwell bill.

Prof. Tugwell stated that "the pressure of other business" and "the opposition of the interests which would have been controlled by the legislation" were responsible for the failure of the bill to pass during the last Congress. The administration, he added, has "only begun" its efforts to secure a satisfactory law, and he branded as "antiquated and awkward" the law now in force so far as it protects the consumer.

## AFA Advertising Series

A LIST of the 214 radio stations that broadcast its 1934 series of "Short Talks on Advertising" occupies the inside cover page of a 20-page booklet containing the full series just issued by the Advertising Federation of America's bureau of research and education. The series was the second to be presented by AFA through various media, including radio, with the object of promoting a better understanding of advertising.

## KSO Now Regional

REAFFIRMING its decision of April 20, the Radio Commission June 26 authorized KSO, Des Moines, to change frequency from 1370 to 1320 kc. and to increase its power from 100 watts night, 250 watts day to 250 watts full time. On June 29, the Commission authorized the station to increase its day power to 500 watts.

ANNOUNCEMENTS are being placed on several stations by the Kosto Co., Chicago, through Ruthrauf & Ryan, Chicago, for its product, a chocolate dessert.

# Trade Commission Ready for Survey

## Checking of Radio Credits Will Begin on July 1

FINAL preparations for its task of examining commercial radio continuities have been made by the Federal Trade Commission, which on July 1 undertakes this new function in cooperation with stations, networks and transcription producers. The Special Board of Investigation of the Commission, it was learned, has assigned a portion of its personnel to handle the influx of commercial announcements.

That the Commission does not intend to review all commercial credits, but will rely upon periodic samples, was indicated by Commissioner Ewin L. Davis in an interview with BROADCASTING on June 22. What course the Commission will take will depend upon the magnitude of the job of sorting and reviewing the vast numbers of continuities submitted. Some thought is being given to a plan whereby "calls" for continuities would be issued periodically.

### May Classify Stations

E. J. ADAMS, chairman of the Special Board, declared June 22 that an alternate plan is being considered to classify stations as to power and to call for continuities periodically by class. Transcription companies, networks and others, he said, could be classified also. In that way, he declared, the review board would always have a fresh supply of sample continuities.

Commissioner Davis said that the broadcasting industry has shown a "fine spirit of cooperation." He said that at the outset the Commission will "experiment" more or less to determine the procedure. He said he did not anticipate any difficulty because he was confident that, except for a small percentage, the continuities will be found unobjectionable. He emphasized that the Commission has no control over the length or context of continuities but that its jurisdiction simply extends to false and misleading advertising.

### Local Credits Exempted

THE RADIO study was decided upon as an extension of the Commission's present work in examining newspaper and magazine advertising. Only commercial credits for commodities sold in interstate commerce are involved, since the Commission has no jurisdiction over purely intrastate business. To avoid duplication, networks and transcription companies have been asked to send continuities of their commercials, thus relieving stations from submitting such credits.

The Special Board, in addition to Chairman Adams, consists of W. F. Davidson, vice chairman, and Clyde M. Hadley. Sitting as a sort of sub-commission, it will report directly to the Trade Commission.

WELCH GRAPE JUICE Co., Westfield, N. Y., is placing announcements on several stations to supplement its series of broadcasts on NBC, featuring Irene Rich. The account is handled by H. W. Kastor & Son, Chicago.

# Station Passes Own Food-Drugs Act

## Health Director Censors Advertising Blurbs at KMBC; Industry Warned to Forestall Government Action

By WILBUR R. CRAMER, M.D.
Health Director, KMBC
Kansas City

**A NOVEL POSITION has been created at KMBC to protect both the station and its listeners from the dangers of unethical and misleading advertising by certain makers of drugs, foods and cosmetics. It is that of health director. The physician who holds this position—believed to be the only one of its kind in the country—describes his services in this article. He advises the broadcasting industry to clean house before agitation is renewed at the next Congress for passage of the Tugwell-Copeland bill or similar restrictive legislation curbing, when not prohibiting, some food-drugs-cosmetics advertising.**

TAKING what is believed to be a pioneer step in the editing of all drug, food, cosmetic and health advertising, KMBC, Kansas City, has appointed a physician as health director to censor all such advertising before it is broadcast. This, it is understood, is the first time in the radio industry that a special department has been created, by any radio station, to govern exclusively this type of advertising. No broadcast of medical or health nature, be it either network, transcription, local studio or spot, may now be broadcast without the full approval of the health director. In this manner many unscientific or doubtful statements that perhaps have heretofore been inadvertently included in certain advertising, which has passed unnoticed by the management, can be definitely eliminated or authoritatively modified and the public's health thereby safeguarded.

### Need for Restriction

THE CRYING need for such a department in every worth-while radio station is apparent. Many allegedly scientific statements and seemingly innocent phrases often appear harmless to the average continuity department head, but yet are quite unethical and without scientific foundation when reviewed by one especially trained in medicine. It is a well known fact that some of the larger and more prominent national advertising agencies employ a physician on a full time basis to assist in the preparation of all medical and health advertising. That such a department has proved successful and profitable, can be easily attested to by the phenomenal growth of the agencies employing this plan.

To our knowledge, no such step has yet been taken by any radio station, nor even by the networks. It has remained for Arthur B. Church, vice president and general manager of KMBC, to inaugurate this system of medical censorship in the radio field by the appointment of a health director at KMBC. Those who are acquainted with Mr. Church know that he has always maintained a policy of ultra-conservatism in accepting advertising copy. Such a policy, while no doubt often actually seeming much too conservative by some of the more commercially minded radio men, has nevertheless proved its worth many fold, and has paid big dividends in public confidence. Similar policies adopted by other prominent radio executives have produced a like reaction.

### The Tugwell-Copeland Scare

FOR THE LAST several months the entire radio industry has been greatly concerned regarding proposed legislation restricting drug, food, cosmetic and health advertising. That there has been a positive need for such legislation there is no doubt! Everywhere present

Dr. Cramer

day advertising standards are being severely criticised. In fact at the recent convention of the American Association of Advertising Agencies in Washington the major portion of the program was devoted to straight-from-the-shoulder criticisms of advertising practices and trends that were anything but complimentary to the agencies and to their clients.

Allyn McIntire, president of the Association of National Advertisers, speaking at the AAAA convention said in part: "Let me repeat, honest business must resell itself to the American public. It must do it on a sound basis, on a right basis and on an honest basis. Advertising which has been a moulder of thought and a coordinater of action to a degree once undreamed of, can meet this challenge if it will. The privilege is yours to save it from becoming an instrument of exploitation and to keep it a means of public service. Endow it with character and imbue it with credibility. Advertising, emanating from good will and good faith, advertising scintillant with truth and vibrant with believability, advertising devoid of shams and hokum, advertising prepared by the honest heart instead of the too active mind, can do the job."

This convention also heard an excellent discussion of allegedly unwarranted and misleading claims in advertising, from Alice L. Edwards, executive secretary of the American Home Economics Association. Miss Edwards urged that in preparing copy the consumer's understanding be kept in mind and suggested that advertising shift from the "psychological to the informational appeal." Incidentally Miss Edwards strongly endorsed the proposed Copeland-Tugwell bill, which is indicative of the way the straws are pointing.

### Few Are Responsible

BUT THOUGH the entire advertising profession is being jostled about on a stormy sea of criticism, it is only a very small minority in the radio industry which has been outstanding in its violation of even ordinary ethics in accepting unsavory medical advertising and thus has cast reflection upon the entire industry. For this reason one of the most effective methods of fighting any proposed legislation censoring such advertising is to clean house thoroughly in our own ranks and thus make such legislation absolutely unnecessary, at least as it pertains to restriction in advertising. This can be done only by intelligent cooperation with scientific minds who are thoroughly familiar with medical facts.

Of course, it is very easy to detect many of the outstanding flagrant breaches of good medical advertising ethics constantly used by some stations, but it is often difficult for the uninitiated to always detect many which are cleverly cloaked and thus are innocently presented by many of the larger and better stations. Even networks are guilty of presenting some mighty questionable medical statements, which naturally reacts to the detriment of every station broadcasting the program. No doubt a continuance of such blatant disregard for scientific truth, and the willful broadcasting of misleading statements, and the presentation of double-meaning phrases, will eventually lead to legislation which will forever curb this practice and thus safeguard the heath of the pubic.

No longer is it necessary, nor was it really ever necessary, to resort to ballyhoo in presenting drug, food and cosmetic advertising. Any product of service of merit need not, contrary to what some inexperienced and highly promotional type of advertising salesmen may imagine, contain any wild and misleading claims. In fact with a constant barrage of educational work being laid down by the medical profession, it is doubtful whether this blatant type of advertising is now half as effective as it was years ago. The public is now becoming quite conversant with medical truths. In fact, education in health is now started with the child in kindergarten and continued throughout the school life of the child. The writer has, in his numerous contacts with children in his clinic, more than once heard a mere child of eight or ten years of age decry a certain type of advertised so-called vitamin food as the bunk, simply because of adequate instruction in the class-room regarding the true vitamin therapy. Even the young woman of today is skeptical about buying cosmetics which are loudly exploited as "skin foods," for they have long since learned that skin can be fed only through the blood stream.

No, the day of "medicine show" psychology is over! Many advertising writers as well as station managers will do well to take cognizance of such education which is changing the whole aspect of drug, food and cosmetic advertising. Science is annihilating bunk and the wise advertiser is now presenting his product for what it is, and for what it will actually do. In fact the clever advertiser is not only laying aside completely any tendency toward any misleading statements, but is instead employing science and scientific statements to support his claims. This he can do to great advantage if his product is one of merit. And in this field the health director can be of inestimable service in assisting in revising the copy, or suggesting authoritative data to be used in the advertising. Copy thus revised under the direction of the health director has proved to be enhanced in value and the sales appeal actually greatened.

### Medical Library Maintained

UNDER the system employed at KMBC, so-called "permissable puffery," when inclined to be misleading or unscientific, is eliminated. An extensive medical library is maintained in which are on file a large number of the leading medical journals which are kept right up-to-date, as well as the latest and most authoritative standard text-books on all phases of medicine, chemistry, food and cosmetics. Through our extensive library it is possible very quickly to find any material to substantiate or disprove any claims made by advertisers before the copy is broadcast. The library also serves a two-fold purpose, inasmuch as a great deal of authoritative material may be obtained which can be used to advantage by the continuity and advertising writers. No longer is it necessary for any of the writers, who like the majority of such men are naturally untrained in medicine, to resort to guess work or to semi-scientific manuals, or to accept the unqualified word of some advertising agency, regarding data on any drug, food, cosmetic or health advertising.

Constantly kept on file are re-

(*Continued on page* 22)

# GBI to Reorganize As SHB Withdraws To Work Separately

### Merger With WBS, Stock Sale Rejected by Committee

REORGANIZATION of Group Broadcasters, Inc., spot organization created early this year by leading independent stations, was decided upon by the executive committee at a meeting in New York June 25. The Scott Howe Bowen organization, headed by Scott Howe Bowen, pioneer in the spot and transcription field, will terminate its affiliation with Group Broadcasters, as at present constituted.

Decision to revamp the GBI organization was reached after a project to merge the enterprise with World Broadcasting System had been rejected. These negotiations, together with a plan to refinance GBI through subscriptions from participating stations, have been discarded for the time being, it is learned.

#### Statement by Cormier

THE ONLY official statement concerning the status of GBI stations was made June 27 by A. A. Cormier, chairman of the executive committee and general manager of WOR. He declared that the organization, for the present, would be retained in status quo and that the committee had agreed that the organization should be revamped to provide maximum service for advertisers, agencies and associated stations.

That the Bowen concern will sever its connection with the present GBI in the near future, is clearly indicated.

In connection with the changed status of stations affiliated with Group Broadcasters, Inc., Scott Howe Bowen, president of the corporation of the same name and sales manager of GBI, announced June 28 that he would continue to operate "Group Broadcasters, Inc." Calling BROADCASTING by long distance, Mr. Bowen stated:

"As rapidly as possible, I am liquidating the affairs of Scott Howe Bowen, Inc. I am moving out of the Chrysler Building and am taking offices in the Byers Recording Laboratories and will operate as owner and operator of Group Broadcasters, Inc. Group Broadcasters is entangled in no way whatever with the affairs of Scott Howe Bowen, Inc. No stations own any stock in Group Broadcasters and never have there been any at any time."

Mr. Bowen explained that the executive committee of Group Broadcasters, which now has terminated that relationship, had the function of an advisory committee and directed the advertising and business affairs.

He said that in continuing Group Broadcasters he would arrange the refinancing himself. He emphasized, however, that the business and financial affairs of Scott Howe Bowen, Inc., as an organization are in no wise involved with Group Broadcasters. Whether the Bowen organization will continue as exclusive sales representatives for the Yankee Network is problematical, although Mr. Bowen declared that arrangement recently was automatically renewed for two years.

Involved in the deliberations which culminated in the GBI decision were Electrical Research Products, Inc., which is affiliated with WBS, the Bowen organization and a group of New York bankers who were understood to be willing to advance in the neighborhood of $250,000 to effect a merger of the two spot and transcription organizations, in return for control.

#### Two Plans Rejected

THE PLAN, it developed, was rejected by the GBI executive committee as well as by the WBS-ERPI combination, evidently because the financial provisions were regarded as unfavorable. A subsequent project, presumably proposed by Mr. Bowen, under which the refinancing would have been effected through sale of participating stock to affiliated stations, likewise was rejected by the GBI executive committee.

Future operations of the GBI group probably will be the basis for a meeting to be held in Chicago late in July. The name "Group Broadcasters, Inc.," is held by the Bowen organization, and the stations now aligned with it may find it necessary to adopt a new name. It is emphasized that this organization will not be discarded but will be reorganized along more desirable lines.

GBI was formed last February with an original list of a dozen "charter member" stations, designed to absorb the Bowen organization. Mr. Bowen himself was the sales manager. John Shepard, 3rd, president of the Yankee Network, is president. In addition to Mr. Cormier, other members of the executive committee include Arthur B. Church, KMBC, and I. R. Lounsberry, WGR-WKBW.

## WEST LIKES SYMPHONY
### 30,000 Reply to Questionnaire of Standard Oil

NINETY-NINE per cent of the 30,000 listeners who replied to a poll conducted by the Standard Oil Co. of California voted for the continuance of the Standard Symphony Hour over the NBC-KGO hook-up recently.

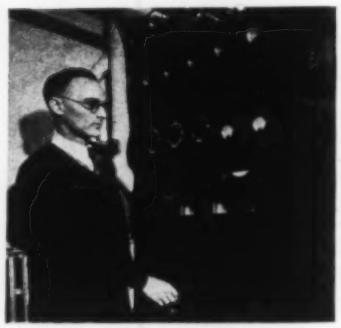
The poll revealed that the majority opposed inclusion of vocal music on the program but favored the continuance of occasional instrumental solos and concertos inaugurated during the present season.

In response to the expression of popular demand Standard Oil will continue the Symphony Hour, which has been broadcast without a break every Thursday night for almost seven years.

## Success Attracts

DEMONSTRATED pulling power of spot announcements used by one linoleum and carpet store caused two additional linoleum accounts to be added to the schedule of WCKY, Cincinnati, in May, according to George Moore, commercial manager. The first store, with a small advertising budget, used twice-a-week morning announcements, offering linoleum specials. His success induced two relatives, who also operate linoleum and carpet stores, to sign contracts with WCKY.

## Unusual Sponsorship



#### Artic-to-Antarctica

TO JOHN FLAGLER, engineer of WABC, New York key of CBS, has been awarded a prize assignment for a unique broadcast scheduled July 11. During the regular General Foods broadcasts from Admiral Byrd expedition in Little America, sponsored by Grape Nuts, Flagler will attempt to link Alaska with Antarctica via a special short wave station he is now setting up in the Arctic Circle. He went to Alaska early in June, taking the necessary apparatus with him, after permission of government authorities had been obtained to establish the station, to which the call letters KILS have been assigned.

The 17,000-mile circuit from the farthest north to the farthest south stations on earth will find Flagler at one end as announcer and performer as well as engineer while his CBS engineering colleague, John Dwyer, who went with Byrd, handles the other end. Signals will be carried from the Arctic to Point Reyes, Cal., via RCA and thence by land lines to Rocky Point, L. I., where they will be fed into the CBS network.

CBS is planning another unusual technical feature when it attempts this summer, dates still unscheduled, to pick up programs from Capt. Bob Bartlett's schooner *Morrissey* in Greenland via a 100-watt radiophone station aboard the vessel manned by Robert Moe, operator, and having the call letters W1OXDA. The broadcasts are being arranged through the courtesy of Louis Winner, New York.

## Children's Balloon Derby Promoted by Radio User

PROMOTION of a national balloon derby for the children, sponsored by the Charles H. Phillips Chemical Co., New York (Phillips' Milk of Magnesia and toothpaste), is being done on the Skippy program, June 29 to July 4, on CBS stations. Twelve hundred balloons are expected to compete from 12 cities. Finders of tickets attached to the balloons will be given gift packages of the sponsor's products. Stations over which the promotion announcements are being made are WCAO, WAAB, WGR, WBBM, WKRC, CKIW, WDRC, WCAU, WJAS, WEAN and WJSV.

JEL SERT Co., Chicago (Flavorade soft drink), through its agency, Rogers & Smith, Chicago, is buying 5-minute periods in or near children's programs.

# Station Prevented From Editing Talk

### Court Upholds 'Free Speech' Plea of Florida Candidate

CAUGHT in the maelstrom of a bitter primary campaign, WFLA, Clearwater, Fla., was ordered by Judge Alexander Akerman, in federal district court in Tampa, to permit Morris Givens, candidate for state attorney, to speak over that station without having his speech censored on June 12. Thereupon Mr. Givens sent Oscar Hillman, defeated candidate for circuit judge, to speak on his behalf under the court's injunction.

Mr. Givens had a contract with WFLA for four speeches, but the station, through Charles G. Baskerville, notified him that all remarks relating to Mr. Givens' successor as county solicitor, named after Mr. Givens had been ousted by the Governor, should be deleted. Mr. Givens complained to the court that freedom of speech was at stake, and Judge Akerman served notice on WFLA before issuing the injunction.

#### Text of Court Order

THE STATION'S announcer, Norman Dicken, prefaced each of the speeches with an announcement that the court had denied it the right to edit the speeches in order to protect itself against any subsequent libel actions. The court's order read as follows:

This cause coming on to be heard on this day upon the sworn bill of complaint herein, and the court being advised in the premises and finding that the injury to restrain which this order is prayed is irreparable damage to the plaintiff's political campaign and the right of uncensored use of defendant's broadcasting station and probably loss of political office; that the loss of elective or appointive office cannot be compensated for and is irreparable.

It is ordered, adjudged and decreed that the defendant hereto, Florida West Coast Broadcasting Company, Inc., a corporation, its agents, officers and employes, be, and they are hereby jointly and severally ordered, directed and commanded to allow the plaintiff, or someone designated by the plaintiff, to use the broadcasting radio station or studio operated by said corporation in Tampa, Fla., with said broadcasting station or studio duly operating as a radio broadcasting station or studio for broadcasting political addresses thereover, on Monday, June 11, 1934, from 7:35 to 7:45 p. m.; on Monday, June 18, from 7:30 to 7:45 p. m.; on Friday, June 22, from 7:30 to 7:45 p. m.; and on Monday, June 25, from 7:30 to 7:45 p. m., without requiring plaintiff to submit any address to be made by him or someone designated by him to defendant or to anyone else for censoring.

## Col. Howe Back on Air

COL. LOUIS M. HOWE, secretary to President Roosevelt, formerly featured in a Sunday night series sponsored by RCA Victor Co., returned to an NBC-WEAF network Friday night, June 29, to discuss the activities of the last Congress during the "Cities Service Hour." During the same program July 6 he will discuss the effects of the legislation by the last Congress on American social and economic life. The Cities Service account is handled by Lord & Thomas, New York.

# ASCAP Fires Propaganda Blast As NAB Seeks Contract Change

### Society Opens Its Defense of Radio Charges With Colored Pictures of Its Function

APPARENTLY timed to offset any offensive by broadcasters for revision of present copyright music contracts, the American Society of Composers, Authors & Publishers has fired another propaganda broadside which depicts the Society as an altruistic institution protecting the rights of composers, publishers and authors who are unable to take care of their own interests. The document, titled "Who Uses Music and Why," has been sent to all newspapermen listed in the press gallery of Congress, and presumably also has been showered upon members of Congress and others in official life.

More than a year ago, ASCAP hired the Ivy Lee organization, professional propagandists, to handle its "good will" campaign and to justify its demands for tribute from radio, theaters, hotels, hot dog stands and others who allegedly publicly perform music for profit. The first blast was titled "The Murder of Music" and named radio the arch villian. This document, however, was so obviously a piece of propaganda that it received little serious attention.

#### Time Is Significant

THE NEWEST broadside, a 35-page booklet containing several illustrations showing how popular music "packs 'em in" at dance halls, comes as broadcasters prepare to reopen negotiations with ASCAP for revision of the existing contracts which enter their third year Sept. 1. At that time broadcasters will be called upon to pay to the music combine 5 per cent of "net receipts," plus arbitrary sustaining fees—an increase of 1 per cent over the current year and of 2 per cent over 1932.

While ASCAP has not divulged its receipts from radio under the existing yardstick, accepted only when the Society threatened to withdraw from stations the authority to broadcast its music, it is estimated in the industry that ASCAP will have collected between $1,750,000 and $2,000,000 in royalties from stations during the 1933 fiscal year.

The new effort of the broadcasters, through the NAB, is aimed at revision of existing contracts prior to Sept. 1, so that royalties would be paid only on ASCAP music actually performed, rather than upon total receipts of stations. A new copyright committee, representing all classes of stations, was designated by the NAB board of directors at its last meeting in Washington, May 14. E. C. Mills, ASCAP general manager, has been abroad, and further negotiations are awaiting his return.

#### Prepare for Test Suit

MEANWHILE, preparations are being made by the NAB for trial this fall of the test case filed by WIP, Philadelphia, seeking dissolution of ASCAP as an illegal monopoly in restraint of trade. The case is pending before the federal district court for the southern district of New York. William H. Bemis, of the law firm of Baker, Hostetler, Sidlo and Patterson, of Cleveland, NAB copyright counsel, was in Washington for several days until June 23 preparing evidence and conferring with Philip G. Loucks, NAB managing director.

Both the Department of Justice and the Federal Trade Commission are still engaged in investigations of ASCAP to determine whether federal actions should be instituted on grounds of operating in restraint of trade. The latter agency, it is understood, now has before it the detailed report of its investigators.

The new ASCAP propaganda can best be described as a colored, distorted editorial, and written for the sole purpose of building a defense of ASCAP for the trouble it sees ahead. It purports to show how prosperous the radio industry is and how the royalties paid ASCAP are a pittance compared with station income.

The theme is that radio could not live without the music controlled by ASCAP and that "it is only fair and just that the men and women supplying an unending flow of new music should be adequately compensated for creating the raw material upon which the radio industries keep alive."

#### Big Salaries Ignored

CONTENTION is made that ASCAP has no monopoly in music. It controls the performing rights only of those compositions written and published by its members and members of some 16 similar European societies which it represents, the booklet states. Hundreds of thousands of musical works are in the "public domain," it points out, and can be used without payment of royalties.

No mention is made of the five and six-figure salaries paid officials of ASCAP—money which never reaches the composers and publishers. Furthermore, nothing is said regarding the part radio has played in popularizing music and in opening up an infinitely larger market for such works than ever before.

Another chapter of the booklet is devoted to music and the movies, to music and dining and dancing, to music in the hotels—all designed to justify the royalties exacted from these industries. All, however, are subordinated to radio, from which ASCAP has demanded most in royalties.

The publication concludes with the customary flag-waving act of ASCAP, naming its prime movers and the work it has done to protect the "down-trodden composer." It contends that ASCAP, by offering music from one central source, is advantageous to the user of music, who otherwise would have to negotiate individual contracts with hundreds of individual song writers or publishers.

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NOW on vacation, Ed Wynn will return to the NBC-WEAF network for Texaco this fall, starting date to be announced.

## SCHOOL BELLS
### Classes in Broadcast Technique Planned by Michigan U.

COURSES in broadcasting technique will be inaugurated by the University of Michigan in September. About 100 students have already enrolled in these classes, it was announced June 26 by Prof. Waldo Abbott, director of broadcasting of the university's extension division. The speech department of the University will conduct the course in conjunction with the broadcasting service. The students enrolled, Prof. Waldo said, are all interested in broadcasting or are future teachers who will receive programs in their school rooms.

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## Bob Convey Heads KWK

Mr. Convey

ROBERT T. CONVEY, son of the late Thomas Patrick Convey, operator of KWK, St. Louis, on June 13 was elected president of Thomas Patrick, Inc., and is now in active charge of the station. Grace C. Convey, the widow was elected vice president, and Clarence G. Cosby, secretary, at the meeting of directors. Mr. Cosby continues as general manager. Mr. Convey announced that no changes in the station personnel are contemplated. His father, one of the best known figures in broadcasting, died May 18 of peritonitis following an appendicitis operation at the age of 47.

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## Goodrich Lets Baer Go After Broadcasting Bout

EXPECTATIONS that the B. F. Goodrich Company, Akron, O., would continue to sponsor the thrice-weekly "Taxi" series on NBC-WJZ after Max Baer, star performer, had won the world's heavyweight championship, were not fulfilled. It is understood the terms of the contract provided for automatic termination of the series if Baer lost and gave the Goodrich company an option on continuance of the sketches if he won. After the championship bout with Carnera was broadcast June 14 under the tire company's sponsorship (this being in addition to the regular script series), nothing more was heard of the option to extend the dramatic program.

Baer is willing to accept radio engagements, at an undisclosed figure, and has been offered to advertisers by both NBC and CBS artists services. Sunday, June 24, he made a one-time appearance for Lehn & Fink in the "Hall of Fame," booked by Lennen & Mitchell.

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## Diamonds on the Air

A SIX-WEEKS test campaign to determine whether high priced diamonds can be sold over the air has been started over KHJ, Los Angeles, by M. Weinstein, diamond merchant. Script deals with episodes of family life. Dan B. Miner Co. is the agency handling the account.

# Freedom of Radio Plea of Roosevelt

### Judge Van Allen Also Stresses Point at RMA Meeting

PRESIDENT ROOSEVELT'S message to the tenth annual convention of the RMA, meeting in Chicago, June 13, in which he asserted that American radio must be maintained as free as the press, was given added emphasis in a speech before the convention by Judge John W. Van Allen, of Buffalo, RMA general counsel. Freedom of broadcasting, along with the press, is a bulwark against the breakdown of democracy, declared Judge Van Allen.

**"You have had many evidences of my interest in radio," President Roosevelt said in his message to the RMA. "In cooperation with the government, radio has been conducted as a public agency. It has met the requirements of the letter and spirit of the law that it function for 'public convenience and necessity.'**

**"To permit radio to become a medium for selfish propaganda of any character would be to shamefully and wrongfully abuse a great agent of public service. Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."**

"Freedom of speech," said Judge Van Allen, "embraces the spoken word, whether to small or large audiences and whether the speaker is in the immediate presence of his audience or uses any other means of communication to inform his hearers.

"Just as newspapers and periodicals are the natural guardians of the right of the people to freedom of the press, so the broadcasters are the natural guardians of the right of freedom of speech, and they too have been alert in protecting the right from encroachment or abuse.

"Furthermore, because of their common significance, newspapers and periodicals have likewise defended not only freedom of the press but freedom of speech, and the broadcasters should be just as alert and active in defending the right of the free press as they are in defending the right of free speech.

#### Pleads for Harmony

"WITH THIS common ground, the public will be freely informed of all shades of opinion on acts of public servants respecting its welfare and can thereby judge the faithfulness or unfaithfulness of its public servants.

"The importance of broadcasting peace should not be overlooked. We have nations north and south of us on this continent, each dotted with broadcasting stations. Without some sane arrangement or understanding, the stations of one country might easily cause serious interference with stations of another country. We regard it as a high tribute to the nations of North America that we live together in radio without seriously disturbing one another."

# Gas Concern Uses Radio in Summer To Warn of Winter

### Advantages of New Heaters Told Home Owners

THE CONSOLIDATED Gas, Electric Light & Power Company, Baltimore, recently opened war on out-of-date heating methods by inaugurating an intensive campaign to acquaint home owners with the most modern type of automatic gas heat. In order to reach the homes, this public utility booked time over WBAL, which it controls, and chose for its feature, "Goin' Home," which is being broadcast two mornings a week.

This program features Don Ricardo, a popular tenor, singing widely loved old songs, such as "Believe Me if All Those Endearing Young Charms" and other ballads noted mainly for their simplicity and sentiment—the sort of music the housewives like to hear as they go about their morning work. Appearing with him is an orchestra and a xylophonist whose lively tunes add a bit of contrast.

#### Prepare for Winter

THE SUMMER months may seem to some a rather odd and inopportune time to stage an intensive gas-heating campaign. As a matter of fact, however, this is an ideal time to promote such sales, for the average home owner usually gets his next winter's heating problem settled after the fires go out. Consequently, aware of this psychological fact, the company inaugurated its intensive summer campaign the middle of April, and, according to present plans, it is going to continue its radio program through the entire summer and on through the early fall.

In order that this campaign may be complete and comprehensive, affording the maximum support to the company's selling representatives, it is coordinated with practically every other form of advertising except billboards. In most of these other media attention is called to WBAL's "Goin' Home" program. The keynote and feature of the campaign and consequently of the advertising copy is a special trial offer. For a small down payment the company will install the most modern and efficient gas burner and thermostatic control equipment. Small monthly payments begin in October, but the user does not commit himself to the purchase of the equipment until the end of the season and then only if he has been satisfied by its practical performances in his own home. This offer has created wide interest throughout the territory served by the company's gas lines.

#### Carefully Selected

THIS RADIO program, "Goin' Home," was not chosen hit or miss. It was definitely selected because its title and general type of entertainment were deemed singularly appropriate to this particular advertising plan. Indeed, the main idea in back of this radio broadcast lies in the fact that this campaign to modernize home heating is being taken right into the homes.

One thing this sponsor is trying to do is not to cover too much advertising ground in any one program presentation. Instead, the advertising story is told very simply and directly, one point at a time. For instance, one program may emphasize the "perfect cleanliness" of gas heat; another, its "absolute safety"; still another, the "low cost of equipment"; while other salient facts regarding this specific type of modern home-heating—"low cost of maintenance," "free cleaning and inspection," "reliability of fuel supply" and "24-hour gas company service"—are being presented in turn and dealt with one at a time. The scripts are written by Broughton Tall, WBAL's supervisor of literary research.

It has been the primary object of this radio program and, indeed, of all this company's advertising, to prepare the way for salesmen who canvass Baltimore homes. In order to find out whether radio is satisfactorily performing this function, a careful check based on direct questions from these selling representatives has been made, and this has proved that a very satisfactory proportion of the prospects contacted are listening to the radio program. Satisfaction with this feature is based on this definite evidence that it is reaching the persons at whom it is aimed.

# NBC Engineers Ready To Broadcast Messages From the Stratosphere

Mr. McElrath

WHEN NBC undertakes one of the most unusual relay rebroadcasts in radio's history, the pick-up and network broadcasting of voices from the stratosphere, a crew of the network's engineers will be on the ground to handle the technical details. Already at Rapid City, S. D., where Maj. William E. Kepner and Capt. Albert W. Stevens are to take off in their stratosphere balloon under auspices of the National Geographic Society and the Army Air Corps, are William Burke Miller, director of special events, and George McElrath, operating engineer. The flight, once postponed, is now tentatively scheduled for July 2.

Mr. Miller

With Mr. McElrath is a corps of engineers, including Robert M. Morris, C. K. Atwater, W. R. Pickard and E. C. Wilbur from New York, who are to be joined by E. C. Wilbur and Charles Russhon in an NBC mobile unit as well as by engineers from Chicago. During early stages of the ascent, the broadcasts are to be picked up at Rapid City. Later the RCA Communications receivers at Riverhead, L. I., and Pt. Reyes, Calif., will pick up the story.

Some 40 associated NBC stations have also been asked to stand by for the short wave pickups to relay the voices from the sky to the network, depending upon conditions. Communication from the ground to the balloon will be maintained through transmitters at Rapid City, Downers Grove, Ill., and Bound Brook, N. J.

"Uncle Walt" and John

TO DEMONSTRATE to clients and potential radio advertisers the pulling power of radio, KGBX and KWTO, Springfield, Mo., joined June 2 to stage their first annual free picnic at a Springfield amusement park, attracting 25,000 children and adults. Everything at the park was free to the visitors, the picnic being a good will gesture arranged by Ralph D. Foster, president; Arthur Johnson, secretary, and Lester Cox, executive manager, of the Springfield stations. The power of radio was amply demonstrated because the local newspapers refused to give a line of publicity to the affair either before or after. The photo above shows Walt Lochman, left, who conducts a children's "Uncle Walt" program over the two stations, and John Cameron, head of the commercial staff.

## New England Network Now Has Chicago Office

JOSEPH J. WEED, manager of the New York office of the New England network and New York representative of its five stations, was in Chicago in latter June to arrange for the opening of an office there and the selection of a representative to cover the middle western territory. He has chosen his brother, C. C. Weed, formerly of Lord and Thomas and World Broadcasting System, as Chicago manager with headquarters 203 No. Wabash Ave.

Decision to expand was made at a meeting of the network's members at Lake Sebago, Me., which was attended by Charles Burton and Harold Fellows, WEEI; John J. Storey, WTAG; James Clancy, WTIC; Jack Boyle, WJAR; George Kelley, WCSH, and Mr. Weed. The five stations comprise the network, Mr. Weed on July 1 beginning his second year as its New York manager. He formerly was with Paul Block in the newspaper representation field. The New England Network's plan of sales does not permit of special representation but provides for branch offices managed by salaried men.

## Dog Account's Success

USING the 15-minute period immediately preceding Rudy Vallee's Fleischmann's Yeast Hour on NBC-WEAF, the Rival Packing Co., Chicago (Rival Dog Food), through its St. Louis distributor, reports that five weeks of broadcasting over KSD resulted in the sale of more than 20,000 tins of the product and the establishment of more than 700 dealer outlets. The program is "True Dog Stories." Account got 2,622 fan letters from five broadcasts, bringing its cost per new prospect to only 9 cents.

## 30,000 at Barbecue Help Bakery Celebrate Broadcasting Birthday

FRANCO hi-jinks, broadcast weekly over KFWB, Hollywood, observed its birthday on June 10 with a barbecue at the Wineman Ranch near Calabassas with an attendance of 30,000 fans. Sponsored by Franco-American Baking Co., the Sunday night program over a period of approximately six months had plugged the birthday barbecue. Admission was by coupons from 20 loaves of bread, exchanged for one admission ticket.

Tickets covered everything except the barbecue lunch, which was 25 cents extra. Fans had the choice of taking their own lunch or buying the barbecue. Free admission included the band concert, races and games, merry-go-round, ponies for the kids, stage performance by hi-jinks cast, ferris wheels and other carnival attractions.

Sponsors not on KFWB also contributed to the event. Richfield Oil Co. (KFI and NBC) furnished speaker system; M-J-B Coffee Co. (KFI and NBC) contributed the coffee; Puritas and Arrowhead water (KFI) the water.

Franco banned all commercial announcements for its broadcast the night of the day when the barbecue was staged. The event was so successful that it will hereafter be an annual affair.

## Joe Penner Leads Stars In Radio Popularity Poll

A MARKED preference for simple comedy and soft musical programs, rather than more sophisticated entertainment, was shown in results of a radio popularity poll conducted by *Radio Guide*, a weekly listener magazine. The standing of the first ten in each class of voting follows:

STARS—Joe Penner, 93,316; Bing Crosby, 74,808; Jack Benny, 39,160; Eddie Cantor, 36,653; Rudy Vallee, 22,785; Lanny Ross, 16,262; Jimmie Fidler, 11,313; Frank Parker, 10,020; Gertrude Niesen, 9,771; Ben Bernie, 8,554.

PROGRAMS—Fleischman, 85,650; Show Boat, 50,978; Chase and Sanborn, 41,517; Chevrolet, 28,067; One Man's Family, 13,633; Sinclair Minstrels, 11,985; Pabst Blue Ribbon, 11,641; Hollywood-on-the-air, 11,494; Woodbury, 10,866; White Owl, 10,194.

ORCHESTRAS—Wayne King, 130,366; Guy Lombardo, 62,885; Ben Bernie, 46,488; Rudy Vallee, 42,195; Fred Waring, 22,584; Richard Himber, 13,449; Jan Garber, 9,405; Glen Gray, 8,399; Rubinoff, 8,021; Eddie Duchin, 7,657.

TEAMS, Amos and Andy, 105,098; Burns and Allen, 103,613; Myrt and Marge, 30,179; Mills Brothers, 22,156; Benny and Mary, 19,033; Stoopnagle and Budd, 15,517; Olsen and Johnson, 14,317; Gene and Glenn, 13,293; Maple City Flour (Sinclair Quartet), 8,820; Baron and Sharlie, 7,346.

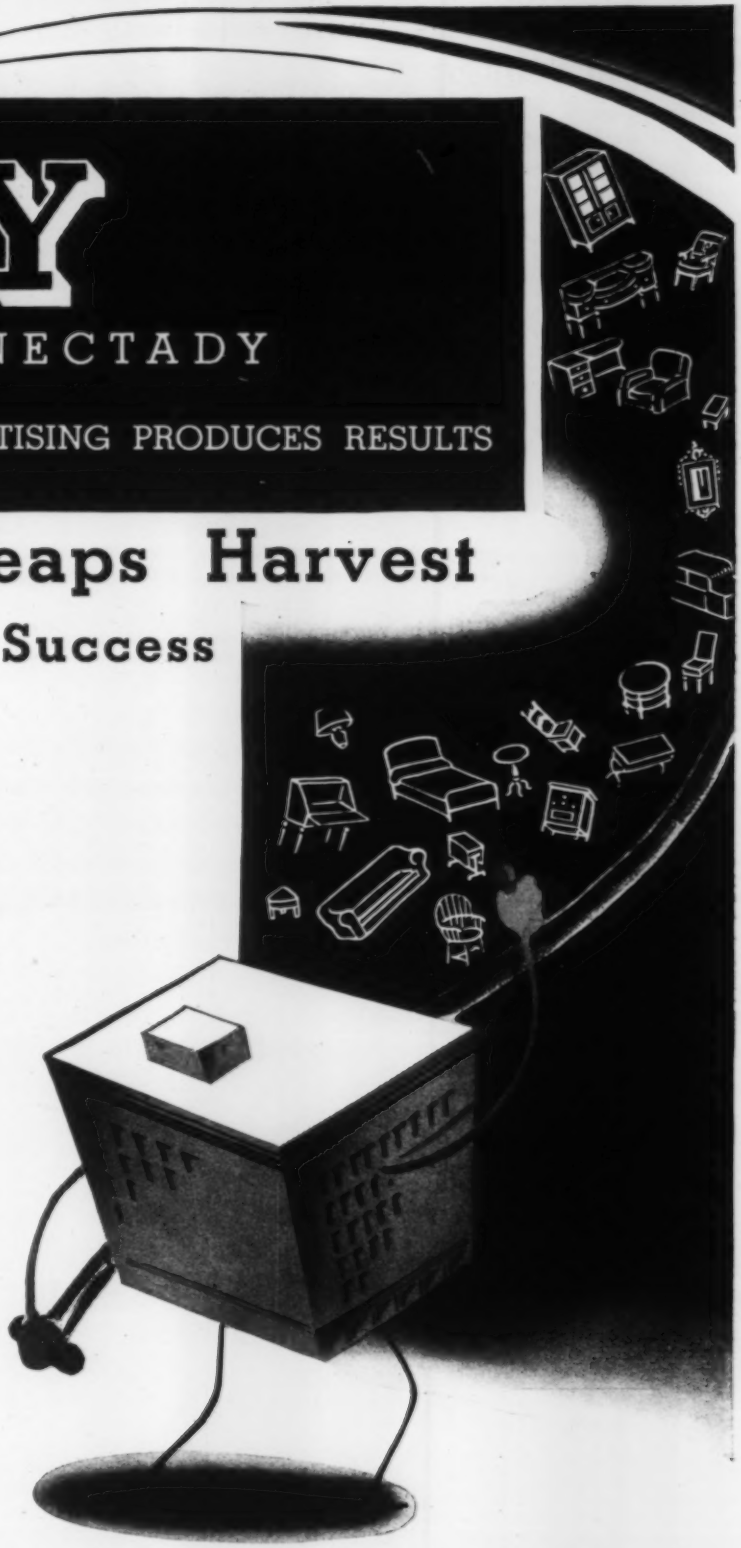
## New Lapp Catalogue

LAPP INSULATOR Co., LeRoy, N. Y., makers of radio insulators, has issued its new Bulletin No. 10 cataloguing and describing its various types of antenna, lead-in and stand-off insulators. The bulletin also contains a complete description of its porcelain water coils designed to replace the old rubber hose used for carrying cooling water to water-cooled tubes. The publication is available to broadcasters upon request.

# WGY

SCHENECTADY

*proves that* CONSISTENT ADVERTISING PRODUCES RESULTS



## Furniture Store Reaps Harvest —Radio Show Proves Success

WGY advertiser "makes hay" in a badly depressed retail market. Long a user of this 50,000 watt NBC station, a furniture store in Troy sponsored a "Radio Carnival" in a special effort to stimulate sales. And what a harvest they reaped! Buyers by the hundred were brought into the store from a wide radius around the city. Chairs and couches, tables and beds—all sorts of merchandise were sold in such quantities that the sale was a success beyond all expectations.

WGY has proved its ability to accomplish results not only for a single retail outlet, but also for national advertisers whose products are distributed through the thousands of retail outlets in the station's primary service area (Eastern and Central New York State and Western New England).

For detailed information on coverage (*that counts*) rates (*that are low*) and results (*that pay dividends*) contact either WGY or any of the offices listed below:

NBC

A RADIO CORPORATION OF AMERICA SUBSIDIARY

**NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT**

**NEW YORK** WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL

Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

# NBC Offers Discs To Local Sponsors

### Transcription Service Started For Affiliated Stations

THIRTEEN-minute electrical transcription programs, designed for inclusion of a one-minute opening and closing announcement and comparable in quality to network features, are now being offered by NBC to its owned and operated and associated stations. These "tailor-made" transcriptions are adapted for local sponsorship, but may also be used for sustaining purposes.

Each transcription will be restricted to a single broadcast. "This requirement," NBC states, "will go far toward eliminating current listener criticisms of repetitious musical selections during the day's broadcasting. This service will also be exclusive within the primary service area of the station signing for it.

"These syndicated transcription series will be issued in units of approximately 13 weeks each and will be available in series of 13 transcriptions or multipiles of 13. Wherever possible, continuities will be prepared to permit the broadcasting of two or more recordings on one program in order to accomplish a half hour or longer program period. If additional announcements are desired in the middle of the program, musical selections may be faded for this purpose. The recordings will contain appropriate announcements pertaining to the program tying-in with local station announcements or commercial credits.

#### Independents Too

"NBC has devoted exhaustive research, time and thought to the syndication of electrical transcriptions to its associated stations both as to program needs and treatment."

In the near future, a similar offer will be made to a select list of independent radio stations whose coverage does not conflict with that of NBC's owned and operated or associated stations, the NBC also announced. These programs may be offered directly to clients who desire to use stations singly or in small groups and where the use of such programs will be more economical to the client than the preparation of their own custom built program.

## Gelfand's New Series

GELFAND'S Hawaiian Avocado Mayonnaise, closing its radio contest coupon idea over KFWB several weeks ago, has started broadcasts over KMTR, Hollywood, and KMPC, Beverly Hills, Calif. Campbell, Kellogg and Lohr, Los Angeles agency, handles the campaign for the Gelfand Manufacturing Co. and the Gelfand Distributing Co., Los Angeles. Because of a horticultural embargo, Hawaiian avocados cannot be brought into this country. The sponsors therefore bring in the concentrate from Hawaii and add the mayonnaise and other ingredients in its Los Angeles factory preparatory to marketing.

# Gulf Refining Company To Sponsor NBC Series From Europe's Capitals

GULF REFINING Company will inaugurate the first regular series of transatlantic commercial broadcasts July 15, through the NBC-WJZ network, with a half-hour show from London in which the talent will consist of Gertrude Lawrence, John Tilley, Christopher Stone, Danny Malone, Carroll Gibbons' orchestra, and the Welch Guards' Choir.

The three following Sundays will bring broadcasts from Berlin, Paris and Vienna, in that order; and, if this first series proves successful, the experiment will be extended. Studios of the official government broadcasting services are to be used—those of the BBC in London, the Reichsrundfunkgesellschaft in Berlin, and the French Ministry of Posts & Telegraphs in Paris. In each case the American broadcast necessitates keeping the studios open later than normal broadcasting hours, and this is particularly so in England, where the show will originate at 2 a. m., whereas the BBC normally closes down at midnight on Sundays.

Lucienne Boyer will be the star of the Paris show, other talent for which is not definitely set.

All the broadcasts will be handled by European engineers, but E. J. Bannvart, of Cecil, Warwick & Cecil's radio department, will go to Europe to supervise production.

# Networks Consider Earlier News Time

### Publishers Want Broadcasts To Occur About 6:30 p. m.

NEWS broadcasting executives of NBC and CBS, at the time of going to press, were engaged in studying the intricacies of time variations between stations during the summer months, in the hope of working out a grouping of stations that would permit acceptance of a new ANPA-Publishers National Radio Committee plan for earlier evening broadcasts of bulletins supplied by the Press-Radio Bureau.

With three different times in use in two time zones, and two times in effect in adjacent cities, it is impossible to broadcast the news at a fixed local time through network facilities.

#### Propose Fixed Time

THE OFFER made by the newspaper representatives of the Publishers' National Radio Committee to the broadcasters provided for releasing the night news report to stations at an earlier hour than 9 p. m., as agreed upon originally, in return for which the broadcasters would agree to put on the news at the agreed hour, instead of using the service at any convenient time later in the evening.

The practice of both networks has been to use the night report at some time between 11 and 11:30 p. m., EDST. While this is two hours later than the proposed time for stations in the Eastern zone with daylight saving, it is only one hour later for those without daylight saving or for those in the Central time zone with daylight saving, and it is the actual agreed time for station cities in the Central zone where there is no daylight saving. Most of the area served by these network broadcasts from New York comes within the last classification.

The Mountain and Pacific time zones are served from the west coast.

The weakness of the present arrangement is felt to be that in the metropolitan areas in the east, where daylight saving is in effect, stations not subscribing to the Press-Radio agreement have the entire evening in which to put on sponsored broadcasts of news supplied by independent services.

First official announcement of the offer was contained in a statement to BROADCASTING made by E. H. Harris, chairman of the Publishers' Committee, June 19:

Both the Atlantic and Pacific radio bureaus are showing very substantial gains in the number of stations subscribing to the Press-Radio Bureau Service.

We have offered the broadcasters an earlier release hour during the summer months, provided the stations are in a position to use the news at an earlier hour; 6:30 local station time has been suggested by the Publishers' Committee. This time would coincide with the five-minute broadcast put out by the Canadian Press.

We are waiting for the broadcasters' representatives on the committee to give their answer as to an earlier hour for news release.

Simultaneously the committee took steps to secure uniformity in the listing of the bureau's news broadcasts, sending out notices to all radio editors requesting them to list its two broadcasts as "Press Radio News."

NBC Tribute to Advertisers at Century of Progress Display

IN ITS NEW synchronized sound-and-sight display in the Electrical Building of the Century of Progress Exposition in Chicago, NBC's exhibit makes a special point of the part which advertisers have played in making possible the development of the American system of broadcasting. Its "Hall of Mirrors" features James Wallington, ace NBC announcer, in a special transcription prepared to give Fair visitors an idea of the scope of the radio broadcasting service offered by NBC.

The spoken story is synchronized with a series of colored photographs of broadcasting operations projected on a special mirror screen. In addition, the modernistic exhibit contains 20 panels which are apparently like customary household mirrors but become transparent when lighted. When lighted, each mirror reveals symbolic designs representing the various key industries whose radio programs supply the revenue for American network broadcasting.

Industries represented are: automotive, building materials, tobacco, clothing and dry goods, confectionery and beverages, cosmetics, drugs, finance and insurance, food and food beverages, garden, house furnishings, jewelry and silverware, lubricants and gasoline, hardware, radio, shoes, soap and housekeeper's supplies, stationery and publishers, hotels and travel, beer and wine.

The entire display has already attracted much favorable comment and constitutes one of the most novel and interesting small exhibits at the 1934 Century of Progress.

## Dill Is Undecided

LEAVING Washington for his home in Spokane, Wash., when Congress adjourned, Senator Dill, co-author of the new Dill-Rayburn communications act, told newspapermen that he was still undecided whether he would run for re-election. He said he would make his decision shortly before the time of filing for the primaries in July. Declaring he was sure he could be reelected, Senator Dill said he was considering returning to law or possibly organizing a radio news service to sell news reports to broadcasting stations.

## Fee for Sound Effects

EFFECTIVE June 26, NBC advertisers who require sound effects for programs produced in New York will be billed at the rate of $5 an hour, with a minimum charge of $5, for each man's time spent on the program, including rehearsals. If the construction of special equipment is necessary, additional charges will be assessed.

MYRT & MARGE will return to the CBS network five days weekly, 7-7.15 p. m., EST, with a new repeat schedule for Chicago and the west, 11-11.15 p. m., for Wrigley's on Oct. 1. They are now on vacation.

# Food Product Advertisers!

## Results for others prove the economical pulling power of KNX-coverage of the entire Pacific Coast for the cost of a "local" program

The following typical results were obtained *before* KNX increased its power to 50,000 watts. Long famed for its reception over the entire Pacific Coast, and proven by actual mail order response to be the lowest cost producer in this market, KNX is now, more than ever before, the first choice of advertisers who want to make "dimes" accomplish what others spend "dollars" for.

BREAD—over KNX for 4½ years, largest selling bread in Los Angeles.

DOG FOOD—entered this market against heavy, established competition—numerically and in price (10c or 3 for 25c against others as low as 7 for 25c.) Four car loads handled in Los Angeles in 22 days. Excellent distribution in three months.

COOKIES—for long established manufacturer, KNX increased distribution and sales to point that required increase of 50% in operators and shipping clerks.

SYRUP—from very spotted distribution to 78% distribution in six months.

COFFEE—starting with a new pack, sales have increased in six months to one of the leaders.

DAIRY PRODUCTS—in Christmas contest, KNX produced over 67,000 evidences of purchase in 30 days (throughout California, where products are distributed.)

*"Test" the Pacific Coast*

Since figures quoted here were obtained, KNX has increased its power to 50,000 watts, making it more than ever the outstanding low cost producer for coast coverage. KNX operates on national cleared channel and is the largest independent station in the West. 'Phone, write or wire for additional details about these and other successful campaigns, also for rates, time and talent available.

### RECENT NEW ACCOUNTS

**Renewals, Increased Contracts**

| | |
|---|---|
| Dodge | Chevrolet |
| Quaker Oats | Eno Crime |
| Numismatic | L. A. Brewing |
| Gillette Razor | Pathfinder |
| Standard Oil | United Remedies |
| Nujol | Coleman Lamp |
| Mistol | Rosicrucians |
| Dr. Miles Lab. | M. G. M. Studios |
| Pontiac | Innes Shoe Co. |
| Kolor-Bak | L. A. Park Dept. |

Continental Baking
Broadway Department Store
Bur. of Power & Light

### KNX Now 50,000 Watts

Figures in map show percentage of 20,479 letters received by one advertiser before KNX jumped to 50,000 watts. These figures practically parallel the number of radios in each state. KNX offers this broad coverage at the cost of a "local" program.

**"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts on National Cleared Channel***

**Hollywood, California**

**GREIG, BLAIR & SPIGHT, *Representatives***

**SAN FRANCISCO OFFICE**
Lindsay Spight,
485 California St.

**CHICAGO OFFICE**
John Blair
520 North Michigan Ave.

**NEW YORK OFFICE**
Humboldt J. Greig
Chrysler Bldg.

## Proprietary Association Plans Special Campaign

HEADED by a nationally known advertising man as executive secretary, the Proprietary Association, which has been a prime mover in the fight against the Tugwell-Copeland bill, plans speedy action in launching a program of advertising standards in the package medicine field, according to Frank A. Blair, president. A meeting of its advertising committee was held in New York June 16 attended by Mr. Blair, William Y. Preyer, Lee H. Bristol, William S. Greeom and James F. Hoge.

Headquarters will be established in New York with a staff of experts detailed to make a study of the package drug field, 80 per cent of the manufacturers of which are in the association. The advertising committee has been charged with responsibility of developing a plan for voluntary advertising control, eradicating such evils as exaggerated claims and bad taste. The executive secretary remains to be chosen.

## Station's Own Tugwell Bill

*(Continued from page 15)*

ports on hundreds of drug, food, cosmetic and similar health products and services and this is constantly being added to and kept up-to-date through data obtained as the results of tests conducted by our own local testing laboratories or through the cooperation of the national medical and scientific bodies.

**Cooperative Service Offered**

THE WRITER will personally be glad to assist any other station in organizing a similar health department and further will gladly furnish information concerning any product. It is hoped that later the writer will be in a position to outline in an article in BROADCASTING a full review of the entire system and procedure used by KMBC, under his organization and direction. In this article some of the outstanding subtle tricks used by some advertisers to present questionable medical and health products clothed in pseudo-scientific dress will be exposed. Likewise will be revealed the true nature of many products and their crude, and often harmful formulae given.

The fact that these unscientific and often down-right fraudulent products have for years been offered to the public through various advertising media is without a doubt one of the chief factors leading to the proposed legislation. Unless such hooey is effectively suppressed in our own circles, it is simply a matter of time until the government will take matters in hand and forever curb such practices. Such legislation will be unnecessary, at least in the radio industry, if proper methods of editing and censoring are adopted. There is a distinct field for ethical products, properly advertised and such a field may be left open unrestricted and unhampered by government legislation, if a plan similar to the one described here is universally adopted.

Even though, for other reasons, restrictive legislation is later passed, it will then in no way affect the general routine of the station which has already adopted a strict, ethical system for editing of all drug, food, cosmetic and all other advertising regarding any article, product or service either directly or indirectly affecting the general health.

As mentioned early in this article, the policy adopted early at KMBC has been one of adhering strictly to advertising ethics. This has reflected in listener confidence. This confidence will further be assured as the community is informed regarding this new, unique method of censoring all advertising that pertains to any product or service affecting their health. Thus the majority of listeners will be assured that each word and every statement made on such broadcasts has been thoroughly checked and proved to be scientifically true and backed by the weight of medical authority. Skepticism will vanish. Could any more favorable listener attitude be desired by any reliable advertiser?

KSD
A DISTINGUISHED BROADCASTING STATION
now operating on
DOUBLE DAYTIME POWER
100% Increase in Power
By authority of the Federal Radio Commission KSD daytime broadcasting power has been increased from 500 to 1000 watts.
96% Increase in Advertising
During the first five months of 1934, KSD commercial advertising volume has increased 96 per cent over the corresponding period of 1933.
OLDEST IN ST. LOUIS
"Advertising That Pays Grows"
RED NETWORK OUTLET NATIONAL BROADCASTING COMPANY
STATION KSD — THE ST. LOUIS POST-DISPATCH
Edward Petry & Co. National Advertising Representatives

## Radio City Visitors Like Dance Music

### Comedy Second in NBC Poll Of 17,659 Interviewed

DANCE MUSIC is the overwhelming favorite of the American radio listener, if the preferences of visitors to the NBC Radio City studios can be taken as a criterion. During the last few months the NBC has been conducting a survey among its studio guests, and a tabulation of the answers to more than 140,000 individual questions, asked of 17,659 men and women, has just been completed.

The results show a striking parallel between the desires expressed by listeners and the types of programs actually broadcast. In most cases the percentages were extremely close.

The figures for the six major classifications follow:

| Type of Program | % Requested | % Broadcast |
|---|---|---|
| Dance Music | 27.3 | 30.4 |
| Comedy Skits and Comedians | 8.8 | 7.2 |
| Drama & Mystery | 7.1 | 12.6 |
| Symphonic Music | 6.9 | 8.3 |
| News Broadcasts | 6.2 | 1.0 |
| Variety Shows | 5.2 | 4.8 |

These six classifications, according to the expressed desire of listeners, should account for 59.5 per cent of the broadcasting schedule. Actually, over NBC networks, they account for 64.1 per cent. The remainder of the schedule, according to the votes, should be made up of a wide variety of other material, as in fact it is.

**Other Preferences**

OTHER preferences, representing less than 4 per cent but more than 2 per cent of the votes cast, were, in order, military bands, operettas, Hawaiian music, grand opera, choruses and politics. Other choices were scattering.

How closely the 17,000 persons questioned may have represented the radio audience as a whole is a matter of conjecture, but the figures are interesting, particularly in parallel.

A new edition of the NBC studio questionnaire will be issued shortly, along somewhat different lines.

# KOA

DENVER

NOW

# 50,000 WATTS

With four times its former power KOA offers local and national advertisers more intensive coverage of the mid-rocky mountain area —and offers it at a new low rate.

Increased mechanical effectiveness and refinement of technique insure better all-year-round reception, established program leadership means an ever growing audience of listeners, and new low rates mean greater returns per advertising dollar spent. Together they mean KOA for results in the Rocky Mountain Area.

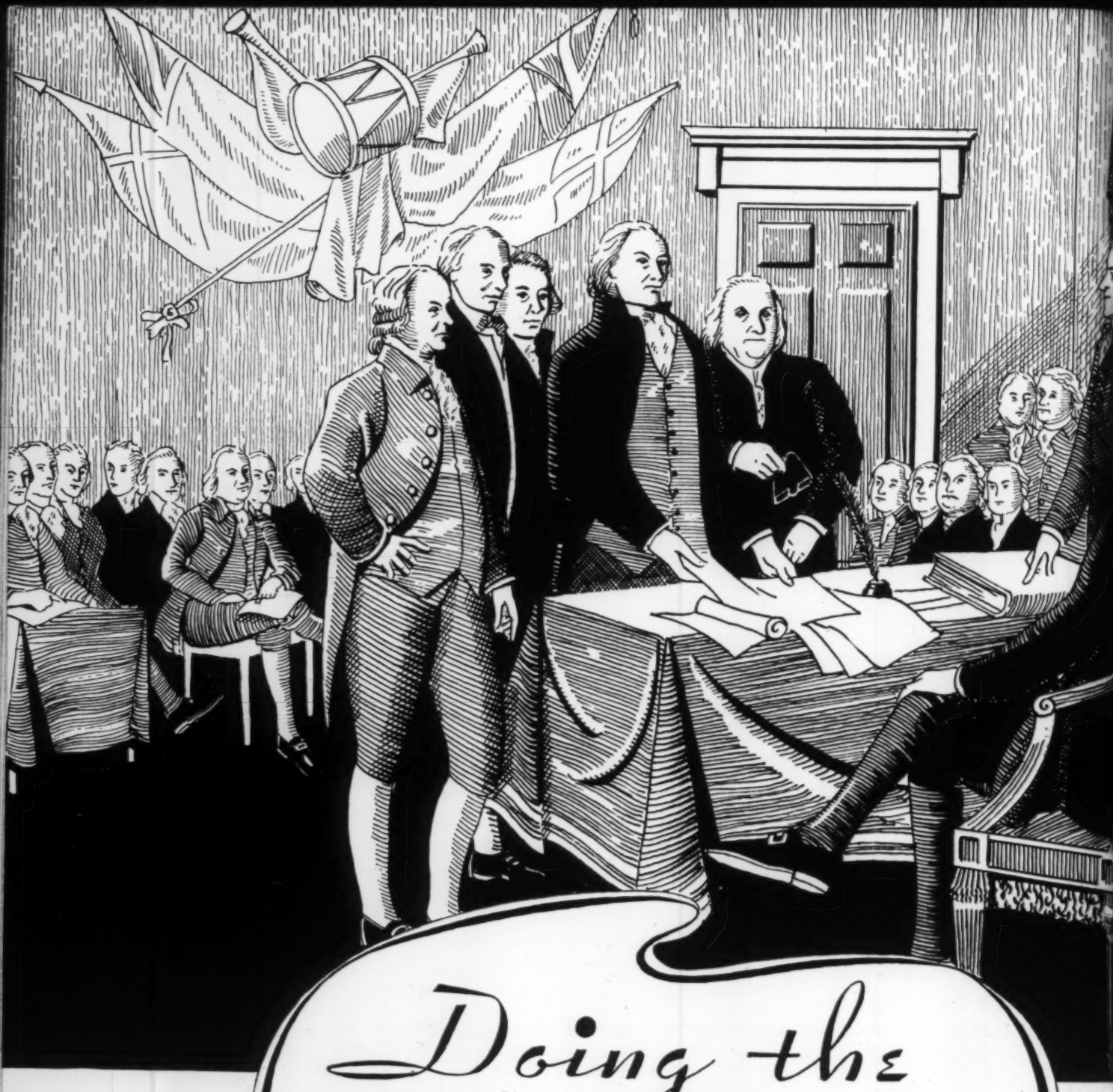
For complete information on rates, coverage and results, contact either the station or any of the offices listed below:

NBC
A RADIO CORPORATION OF AMERICA SUBSIDIARY

**NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT**

**NEW YORK** WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR



# Doing the Real Job!

Reproduced from the Trumbull painting of the signing of the Declaration of Independence. On the Declaration Committee were Thomas Jefferson, Benjamin Franklin, John Adams, Roger Sherman, and R. R. Livingston. The Declaration was signed July 4, 1776, by John Hancock, president of Congress.

WCKY
Cincinnati

# BROADCASTING
and
## Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

*Published Semi-Monthly by*
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Tel. Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.


## Healthy Signs

THOSE agencies, advertisers and broadcasters who sent representatives to the sessions of the NAB commercial section in New York during the annual convention of the AFA must have left those meetings with an entirely new feeling about the business of broadcasting. The two days were crammed full of healthy, clear discussions of the mutual problems of the men who make the wheels go round in radio—discussions which cannot help but result in improved relations and business.

There was nothing timid or backward about those who participated. Network and station relations, heretofore discussed only in whispers, were brought into the open. The argument that the NAB should not interfere with the relations of networks with their affiliates may be well-grounded, but if clarification of that important problem will bring more and better business to the industry, it is our view that the NAB at least should use its good offices to endeavor to bring about harmony.

Much time was devoted by those present to the development of an adequate audience coverage yardstick. All sorts of suggestions were made as to what radio should do to give its clients the counterpart of ABC newspaper circulation figures. Then to top off this discussion, which often wandered far afield, none other than Edgar Kobak, AFA president and now NBC vice president in charge of sales, told the delegates that radio has more data and facts about its business than any other media, but has not used them properly.

And radio business is going to be 10 to 15 per cent better this year than last, the delegates were told by Dr. Herman S. Hettinger, whose penetrating calculations always seem to work out. Yet, he stated, radio has only scratched the surface of its possibilities!

## Reward Well Deserved

A NEW RADIO regulatory body is about to take office. Whether the President's selections are wise, must await the test of time. We have seen too many members of the Radio Commission come and go to pass judgment prematurely. The first act of the new Commission should be that of reappointing the Radio Commission's technical staff. The operations of the Engineering Division under Dr. Jolliffe have been above reproach, untainted by politics, which is more than can be said about the rest of that agency. Politics should not be permitted to disrupt that efficient department, nor indeed any of the other branches of the old Commission that have proved their worth.

## All for Old ASCAP

MANY A WORD has spilled over the kilocycles since the broadcasters last got together in annual convention and, amid cheers for impassioned orators, declared war unto the end against the American Society of Composers, Authors & Publishers, that sinister clique of music marauders which has been sapping the life-blood of the industry. There were pledges of liberal financial support to rid not only the broadcasting industry but also other beleaguered groups of ASCAP victims. There was only one solution—to beat ASCAP into submission before ASCAP gobbled up the broadcasters.

Time for another NAB convention is rolling around. Even before then—on Sept. 1, to be precise—the third year of the existing extortionate contracts with ASCAP becomes effective. Broadcasters then must dig in and pay 5 per cent of their "net receipts" (which really means gross income), in addition to their sustaining fees. New negotiations are said to be under way to revise those contracts before the 1 per cent increase becomes effective. The time is short.

The situation is more serious than ever. Every broadcaster and almost every agency placing radio business knows it. But what has been done about it? Why haven't the broadcasters followed through with their declaration of war?

The answer is rather obvious. Following the convention last October, when the broadcasters worked themselves into a frenzy on the subject of copyright and pledged to subscribe to the new copyright fund, they went home, became engrossed in the business of operating their stations, and promptly forgot it, except once a month when they mailed their royalty checks to ASCAP. The fact is that only 10 per cent of those who pledged themselves to the copyright fund have cracked through.

The NAB, it is true, has instituted litigation seeking dissolution of ASCAP. Litigation, however, takes time. A swifter remedy is desirable, if not necessary. The problem needs constant attack—not mere talk by a group of broadcasters who spend little but the time of the day on it.

Meanwhile, ASCAP continues its propaganda blasts designed to justify its demands for tribute from broadcasters. Its latest outburst, to even a casual observer, reeks with misstatements. Yet it is that character of attack that has really not been met by the broadcasters with a counter offensive.

Broadcasters should let ASCAP know that they mean business and will not submit to its inordinate royalty demands. That requires more than a rah-rah session once a year. It means action every day of the year until a legitimate compromise is reached, or until ASCAP is legislated out of existence as an illegal monopoly.

# The RADIO BOOK SHELF

A THOROUGHLY readable explanation of the secrets of sound transmission both by wire and radio is *Signals and Speech in Electrical Communications*, the newest book by John Mills, director of publication of the A. T. & T. Co. (Harcourt, Brace & Co., New York). Starting with a chapter on "The Vivisection of Speech," the book describes the discoveries and inventions underlying electrical communications. It is non-technical, free from mathematics and diagrams, and it is recommended for reading by anyone in radio interested in plumbing the whys and wherefores of frequencies, modulation, etc. There is an enlightening chapter on television, in which the author points out that the cathode-ray tube is the present hope for the development of visual broadcasting. Mr. Mills is an electrical engineer who has taught the subject and knows how to make it understandable to the layman.

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TWO RCA Victor Co. research engineers, whose work on the pressure gradient ribbon microphone has earned them the right to be regarded as outstanding authorities, have collaborated in publishing a new textbook and reference manual for radio and acoustical engineers titled *Applied Acoustics* (P. Blakiston's Son & Co., Philadelphia, $4.50). The publishers report this is the first American book to deal entirely with acoustical engineering principle, treating fully every type of electro-acoustic traducer in general use today, including the theory, construction, test and operation of each system. The book is wholly technical and by no means elementary, for it presupposes that the reader is familiar with the principles of elementary physics and electric circuit theory.

---

THE MALE radio voice is more natural, more persuasive and more likely to arouse interest over the air than the feminine voice, according to the conclusions of Prof. Gordon W. Allport and Dr. Albert H. Cantrill, Jr., of the Harvard psychological department, whose findings were published in *The Journal of Social Psychology* and reprinted in pamphlet form. Ten experiments were conducted in the Harvard psychological laboratory, where complete broadcasting and receiving equipment had been installed, and from the studio of WEEI, Boston. Eighty listeners, equally divided between the sexes, voted on male and female speakers and found that women's voices are slightly more attractive over the radio.

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BOTH SIDES of the American-British broadcasting issue are set forth for the layman in companion articles in the May issue of *The Rotarian*. "Radio—the British Way," is explained by Stephen King-Hall, while "Radio—the American way," is written by Earl Reeves.

# We Pay Our Respects To—

CREDO FITCH HARRIS, LL.D.

WHEN, as inevitably will be done, the book on the great pioneers of radio is written, the name and career of Credo Fitch Harris, newspaperman-author-playwright-executive, will occupy one of the most important chapters between its covers.

On July 18, WHAS, Lousville, one of the most important midwest, mid-south radio stations, will observe its twelfth birthday—and Credo Harris will celebrate his twelfth anniversary as its pilot. Of all the amazing achievements that have marked the milestones of the sturdy growth of WHAS none so pleases this astute pioneer-manager as the fact that he has been a modern Cinderella—he has literally made another man's dream come true.

Back in 1921 when radio was still black magic, Judge Robert W. Bingham, publisher of Kentucky's famous *Louisville Courier-Journal* and *Louisville Times*, heard about a new science called "radio." It immediately opened up vast possibilities to him, if only this new science of talking across space were true. He dreamed of overcoming the elements—rains, storms and inaccessible roads to reach thousands of fellow Kentuckians stranded in the fastness of the mountains with the spoken news of the world, religious consolation and entertainment. To make this dream come true he turned to his life-long friend, Credo Harris, who at the moment was hard at work producing his latest book.

"Lay aside your writings," Judge Bingham said. "I've got a more important mission for you. I'm going to put a lot of money on a dream, and I want you to make that dream come true. I want to build a radio station! We can do a wonderful service for our people!"

And Credo Harris, with as solid and brilliant a background as the gods would desire in the makeup of a radio executive, went forth and learned. Months later, on July 18, 1922, while a stringed quartet played "My Old Kentucky Home," Credo Harris—builder, manager, salesman, director, announcer, in fact the entire staff itself except an engineer and stenographer—stepped up to an old carbon microphone and announced to an eagerly waiting world, "This is WHAS, Louisville, Kentucky."

In the early 500-watt stages of WHAS, while it was still observing "silent" Monday nights so that Louisville radio owners could fish for out-of-town stations, and when the future of radio as a commercial giant was hardly thought of, Credo Harris formulated a set of commandments for WHAS microphone speakers that to this day has withstood the rigid test of wear. They clearly showed at that time his vision and faith that any future success must be built upon solid ground. Those commandments were:

1. A station's value is in proportion to the esteem of its listeners.
2. One objectionable word will ruin the most beautiful program ever built.
3. If the Lord had written an 11th Commandment it would have been: "Thou Shalt Not Be Common."
4. Entertainment if not in good taste belies its name.
5. Mispronunciation is worse than no pronounciation.
6. Address the microphone as though your mother were listening.

Today, through a dozen years of strict application of those rules, the imposing transmitting towers of WHAS mark one of the most important peaks in radio's skyline.

Credo Harris was born in Jefferson County, near Louisville, Jan. 8, 1874, the son of Theodore Harding and Mary Jane Schooley Harris. Perhaps Credo Harris inherited the business wisdom of his father, who was one of Louisville's most prominent bankers. Following an education in Louisville's schools, and at Siglar's Preparatory School, Newborough-on-the-Hudson, he settled down in New York City as a newspaperman and devoted the next ten years of his life to that work. In 1908 he abandoned daily journalism in order to devote himself to fiction. Only a few of his short stories had gotten into the magazines when his first book *Toby* appeared.

In October, 1913, his marriage to Maude May Blanc, a member of an old French family of New Orleans, occurred. He continued residence

(*Continued on page 46*)

## PERSONAL NOTES

HENRY ADAMS BELLOWS, vice president of CBS in charge of its Washington offices and a former member of the Radio Commission, and Mrs. Bellows have announced the marriage of their daughter, Eleanor, to Philip Winston Pillsbury, to take place in Minneapolis July 5. The groom is the son of Mr. and Mrs. Charles S. Pillsbury, and is manager of the Chicago office of the Pillsbury Flour Mills Co. The couple will make their home in Minneapolis.

M. H. AYLESWORTH, president of the NBC, will be a speaker, along with General Hugh S. Johnson and Newton D. Baker, at the annual convention of the National Education Association in Washington. Mr. Aylesworth's talk, "Radio as a Means of Public Enlightenment," is scheduled July 3 and will be heard with the others on an NBC-WJZ network, 10-11 p. m.

W. CAREY JENNINGS, of the commercial department of KGW and KEX, Portland, Ore., has been elected first vice president of the Portland Advertising Club, taking office July 1.

GEORGE JASPERT, former manager of WIND, Chicago, and before that manager of the old WLAP, Louisville, has joined the commercial staff of the Mason-Dixon Group, with headquarters at WGAL, Lancaster, Pa.

P. K. LEBERMAN resigned from the NBC sales department, San Francisco, in mid-June to accept a position as western manager of the Safeway Stores' journal, *Family Circle*. Mr. Leberman also is owner of KRSC, Seattle.

PAUL MEYER, for the last two and one-half years vice president of the World Broadcasting System, resigned June 15. He was formerly publisher of the *Theatre Magazine*. No announcement has been made regarding his future connections.

WILLIAM S. PALEY, president of CBS, left New York June 23 for a business trip to the Pacific coast.

HUGH A. L. HALFF, of WOAI, San Antonio, Mrs. Halff and Mr. and Mrs. E. E. Voynow, vice president of Edward Petry & Co., Chicago, are spending their vacations in Mexico City.

DONALD FLAMM, former operator of WMCA, New York, arrived in Los Angeles the last of June with his family on a vacation trip. They made the journey by boat through the Panama Canal.

RALPH WONDERS, manager of the CBS Artists' Bureau in New York, spent the latter part of June in Los Angeles in connection with new proposed network programs.

STANLEY W. BARNETT, commercial manager of WBAL, Baltimore, and Mrs. Barnett, will leave July 3 for a vacation in northern Canada. Their destination is Wash-Kesh Lake, an isolated spot 250 miles north of Toronto, where fishing is said to be ideal.

NEAL BARRETT, general manager of KOMO, Oklahoma City, Okla., is back at his desk after undergoing a minor operation in mid-June.

GARDNER COWLES, Jr., president of the Iowa Broadcasting Corp., operating KSO, Des Moines, and KWCR, Cedar Rapids, and Mrs. Cowles, are the parents of a 6½ lb. girl, born June 23. Mr. Cowles is also executive editor of the *Des Moines Register-Tribune*.

HAROLD HOLCOMBE, for the last three years with WLW, Cincinnati, in various capacities, has been promoted to production manager, according to an announcement by John L. Clark, WLW manager.

JAMES HAGOOD, formerly of KTAT, Fort Worth, has been named manager of KNOW, Austin, Tex.

PHILIP G. LOUCKS, NAB managing director, and Mrs. Loucks are parents of a daughter, June, born in Garfield Hospital, Washington, June 16.

CARL HAVERLIN, sales manager of KFI, Los Angeles, has erected an amateur station, W6GTY.

MRS. LEAH V. RULE, of Toledo, was appointed traffic manager of the WMCA-American Broadcasting System network June 13 by George B. Storer, president of the new regional chain. Mrs. Rule was formerly in the program and traffic departments of WSPD, Toledo.

LAMBDIN KAY, manager of WSB, Atlanta, was in Daytona Beach, Fla., the middle of June to observe reception of the Daytona Beach broadcasts sponsored on WSB.

LEO FITZPATRICK, manager of WJR, Detroit, has been elected a director of the Detroit Board of Commerce.

JOHN GILIEN, Jr., manager of WOW, Omaha, as president of the Omaha Junior Chamber of Commerce, went to Miami June 20-23 as a delegate to the national convention of the Junior Chambers of Commerce. He first attended the AFA convention in New York as a delegate of the Omaha Advertising Club.

DON LEE, operator of the Don Lee Network, was married June 15 at Agua Caliente, Mexico, to Mrs. Geraldine May Jeffers Timmons, of Texas. It was his third marriage.

E. K. GARGILL, president and general manager of WMAZ, Macon, is making a trip through the East, contacting agencies and advertisers. He will visit New York and Chicago, and return to his office about July 15.

BETH JUDSON, formerly assistant to the radio director of the Blackman Co., New York, is spending a month vacation with Bill Schudt, Jr., manager of WBT, Charlotte, and Mrs. Schudt.

P. J. HENNESSEY, Jr., of the NBC New York legal department, was in the west in mid-June, conferring with Don Gilman and other network executives.

BETTIE P. GLENN, formerly head of the personnel division of the NBC publicity department, and later with KFI, Los Angeles, has joined the publicity and special events department of WMCA-American Broadcasting System in New York. She has until recently been with WNEW, Newark.

HENRY C. MAAS has been placed in charge of the newly consolidated network and local sales department of NBC in San Francisco, with Fern McChesney as his assistant.

JAMES COYLE, sales executive of WCAU, Philadelphia, and Mrs. Coyle are parents of a son, born in early June.

ROY C. WITMER, NBC vice president in charge of sales operations in New York, was on the Pacific coast during late June, visiting in San Francisco and Los Angeles. In the latter city he spent some time with his mother, who resides there.

JOHN PATT, vice president and general manager of WGAR, Cleveland, has been elected a member of the board of the Rotary Club of Cleveland.

ARCH SHAWD, formerly with Detroit newspapers, has been promoted to the commercial managership of CKLW, Windsor-Detroit.

HARRY FOX, representing the electrical transcription department of the Music Publishers Protective Association, New York, spent the last part of June and first of July in the Los Angeles area.

FREDERIC WILLIAM WILE, Jr., who has been a member of the CBS publicity staff in New York for three years, will leave shortly to join Young & Rubicam, New York, in charge of radio publicity.

## BEHIND THE MICROPHONE

ADOLPH OPFINGER, studio manager of WOR, Newark, has been appointed assistant to Lewis Reid, program manager. Joseph Bier, former announcer, has taken Mr. Opfinger's old post. Mr. Opfinger, who is also a concert pianist, came to WOR from CBS, and prior to that was with NBC. Mr. Bier, a baritone, was with the old JDY, Roselle Park, N. J., in radio's experimental days.

HOUSE JAMESON, who has appeared in Broadway productions and who was with the Theater Guild for some time, has been named dramatic director and chief announcer of WEVD, New York.

GORDON R. KERR, former staff announcer and production man at WOR, Newark, has joined the announcing staff at WTAR, Norfolk, Va.

THE PICKARD FAMILY, noted hillbilly troupe which started on WSM, Nashville, on June 23 returned to that station under sponsorship of the Stephens-Huffines Mfg. Co., Nashville (work clothing).

RALPH PETTIT, formerly with KGFJ, Los Angeles, has been appointed chief announcer of KELW, Los Angeles.

RUBY COWAN, of the NBC Artists Service staff, is the composer of "I Love You, Believe Me I Love You," the theme song of Rudy Vallee's film, "Vagabond Lover," which is to be featured when the popular radio star appears in another program of music by NBC employes over the WJZ network July 2.

MRS. J. R. FARRELL, who conducts "The Kitchen of the Air" over WKBF, Indianapolis, was stricken recently with an illness which confined her to bed in the Indianapolis Methodist Hospital. She broadcast three of her programs from her bed by remote control.

ELLIS LEVY, San Francisco manager of the Thomas Lee artists bureau at KFRC, has been given the entertainment contract for the California State Fair Sept. 1-11, and will take the S & W Merrymakers from KHJ, Jay Brower and the KFRC Happy-Go-Lucky Hour and Harrison Holliway and the Blue Monday Jamboree to Sacramento for the week's show.

MIKE GALLAGHER, former announcer at KTAT, Fort Worth, has been transferred to KNOW, Austin, Tex., as program manager. Sam Benton has joined the announcing staff of KNOW.

PATRICIA THALL, of the night administrative staff of KNX, Hollywood, and niece of Naylor Rogers, station manager, was married June 23 in Hollywood to George McCaughna, Los Angeles business man.

FREDERICK SHIELDS, for the last two years an announcer at KNX, Hollywood, and previously with KFI, on June 15 left the station to free lance in radio and the talkies.

PAT MORAN, formerly program director of WMMN, Fairmont, W. Va., has joined the production department of WWVA, Wheeling, W. Va., as a continuity writer and announcer.

HAROLD W. SPARKS, announcer and continuity writer of KFXR, Oklahoma City, and Mrs. Sparks are parents of a son, Wade Tipton, born June 7.

MAURICE THOMPSON, studio program director of WCKY, Cincinnati, has been relieved of studio detail work to devote his entire time to program building and musical direction. James S. Alderman, chief announcer, has been appointed studio manager.

STANLEY SHAW, formerly of KYW, Chicago, and Ray Hamilton, from WINS, New York, have been added to the announcing staff of WNEW, Newark. Steve Brooks has joined the publicity staff of WNEW, New York, as assistant to Ed Fisher. He formerly was connected with several metropolitan advertising agencies, including the Biow Company.

ROLAND BRADLEY has left WEVD, New York, to join WINS, New York, as announcer and continuity writer.

GEORGE HOGAN, of the WBBM, Chicago, announcing staff, and Dell Sharbutt, of WJJD, Chicago, have joined the announcing staff of WXYZ, Detroit.

WESLEY HENKE, announcer at KOMO, Oklahoma City, and Miss Elizabeth Mason, of Tulsa, were married in mid-June.

GORDON HITTENMARK, chief announcer of WDAF, Kansas City, has resigned to join KSO, Des Moines, as chief announcer.

LOUIS AIKEN, announcer of WSAI, Cincinnati, on June 9 was married to Dorothy Grant, of the WLW-WSAI secretarial department.

CLYDE MORSE, program manager of WHAM, Rochester, resigned June 22 to devote his time to concert piano work and teaching. He has been succeeded by Ken Loysen, transcription librarian while Allen Sisson succeeds Mr. Loysen.

WILLIAM CLARK, just graduated by the University of Missouri School of Journalism, has joined the continuity staff of WMBH, Joplin, Mo.

GORDON A. SCHEIHING, program director of WCAO, Baltimore, and Mrs. Scheihing, are parents of an 8-pound son, born June 20.

MARY KIRALY has joined World Broadcasting System, New York. She was formerly with the NBC Artists Service and the R. E. Johnston concert bureau, and while with U. S. Advertising Corporation she wrote spot programs and announcements for Lehn & Fink's Pebeco series.

JOHN CONTE, radio drama man, has been added to the announcing staff of KFVD, Culer City, Cal.

GINO SEVERI, who resigned as an assistant music director at KHJ, Los Angeles, several months ago to go to San Francisco, returned in June to his former position at the station.

ERNEST ROGERS, publicity director of WSB, Atlanta, and Mrs. Rogers are the parents of a son, Wallace II, their first, born June 4.

LEW VALENTINE, formerly with KABC, San Antonio, has joined the announcing staff of WOAI, San Antonio.

LEE EVERETT, program director of WBT, Charlotte, was selected to serve as master of ceremonies for the Carolinas beauty contest recently. The contest was judged by Earl Carroll.

HENRY WARD SWINSON, formerly with the old WIBO, Chicago, has joined the staff of WMAZ, Macon, Ga., as announcer and newscaster.

## Jansky Goes on Tour

C. M. JANSKY, head of the engineering firm of Jansky & Bailey, Washington, left July 1 for a six weeks trip to the Pacific coast. He will address the Pacific Coast Advertising Clubs convention at Portland, July 12, on "Station Coverage." He will also visit Buffalo, Detroit, Chicago, Minneapolis, Seattle, San Francisco and Los Angeles, contacting stations for which his firm has made coverage surveys.

## IN THE CONTROL ROOM

J. WARREN WRIGHT, at one time an operator with the old WEAO, of Ohio State University, and now in the research and design section of the radio division, Bureau of Engineering, U. S. Navy, on June 6 received the degree of Master of Laws at George Washington University. Mr. Wright, who is well known in radio circles, has already passed the District of Columbia Bar. He is author of papers on "Some Aspects of Radio Law" and "Federal Regulation of Radio Broadcasting."

DONALD HOGE has resigned from WJAY, Cleveland, to join the technical staff of WLW, Cincinnati.

HARRY BUTTERFIELD, of the engineering staff of WMBH, Joplin, Mo., and Miss Rosemary Lowdermilk were married June 12.

THOMAS G. CALLAHAN, control supervisor of WBT, Charlotte, N. C., has been elected president of the Southern Engineers Association. John E. Henderson has been added to the WBT control staff.

MURDO MacKENZIE has been promoted from office boy at NBC to the NBC studios on the RKO lot, Hollywood, as a technician. The promotion came after young MacKenzie had worked at NBC in the daytime while studying engineering at night.

HAROLD D. HAYES, Chicago inspector of the Radio Commission's division of field operations, and before that Chicago radio supervisor for the Department of Commerce, on June 26 was installed as 1934-35 commander of Illinois Commandery No. 72, Knights Templar.

L. S. BOOKWALTER, technical director of KOIN-KALE, Portland, Ore., has just completed supervising the installation of a new "Class B" modulation transmitter for KALE. The transmitter employs the same modern principles as the new WLW, and, according to Ted Kooreman, KALE manager, it is believed to be the first station on the Pacific coast to use this principle.

J. L. GRETHER, technical director of WTAR, Norfolk, Va., and Mrs. Grether, are parents of a 10-pound son, born May 20.

E. THORNTON CONE has been added to the technical staff of Radio Release, Ltd., Hollywood transcription producers, in charge of the sound effect department.

TAFT NICHOLSON, control operator, has joined the engineering staff of KOMO, Oklahoma City, Okla.

JOHN S. BRAUN has been named chief engineer at WACO, Waco, Tex.

JOHN MITCHELL, technician of WLW, Cincinnati, on June 28 was married to Elaine Gass, of Cincinnati.

## CBS Engineers Organize

ENGINEERS of CBS and its eight owned or operated stations have formed the Associated Columbia Broadcasting Technicians, an organization designed to maintain wages and working conditions. It has contracted for a wage scale that starts with the code as a basis and provides for periodic increases according to length of service. Officers are Harry Spears, WABC, New York, president; John Palmquist, WCCO, Minneapolis, vice president; and Harold D. Forry, WJSV, Washington, treasurer.

HORLICK'S MALTED MILK Co., Racine, Wis., on June 17 began sponsorship of "Lum and Abner" six days weekly, 13 weeks, on WGN, Chicago.

**At Last! Just Out!**

**A Popular Guide to Broadcasting!**

*Invaluable for Sponsor, Station Operator, Advertising Agency and Broadcaster!*

**"SO-O-O-O YOU'RE GOING ON THE AIR"**

By ROBERT WEST

*Director of the Radio Arts Guild of America*

With contributions by FRED ALLEN, MARK HELLINGER
And original EDDIE CANTOR comedy scripts by DAVID FREEDMAN

*A Partial List of the Contents*

First Steps to Radio Recognition
Facing the Microphone
Is Microphone Technique Necessary?
For the Love of Mike—Don't!
Comics of the Ether
Gags—Begged, Borrowed and Stolen
Writing Radio Comedy (With Sample Scripts)
Music for the Multitude
Beethoven vs. Berlin
Tin Pan Alley-oop!
H. R. H. The Radio Fan
Women and Radio Success
New Esperanto of the Air
Radio Guilds of America
Radio Under the Mikro-scope
The Rise of the Sponsors
The Cult of the Announcer
S. O. S. Announcing
The Ear of the Public
Radio Drama Writing (With Sample Scripts)
The Training of the Radio Actor
Building of a Program
The New Code
The Pulpit of the Air
The Newspaper of the Air
The Classroom of the Air
Professors Amos 'n' Andy
United States of the World
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The Future of Radio

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THE HANDY RADIO GUIDE — Essential information for every one in every department of broadcasting.

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# *Mr. Williams wrote:-*

## "... NASHVILLE STOOD HEAD AND SHOULDERS ABOVE THE OTHER 16 IN RETAIL SALES ..."

**"I know you will find these figures interesting if only because they give concrete evidence of the extreme value of your merchandising department.**

**"Out of 17 radio stations used by one of our spot transcription accounts, Nashville stood head and shoulders above the other 16 stations in retail sales response to the program. I attribute this largely to the fact that you folks, on your own initiative, merchandised our program in your local area far more intensively than any other station on that list.**

**"The attached (are) percentages ... of the first 13 weeks broadcasting of this account."**

**The moral is obvious—when you buy WSM, Nashville, you give your sales department a tremendous force to work with—and you pay only for WSM's immediate market—The South!**

**FOR PURPOSES OF COMPARISON THE OTHER CITIES ARE TAKEN AS A BASE 100:**

| | 16 Other Cities | In Nashville |
|---|---|---|
| No. of retailers noticing an increase in product demand | 100% | 171% |
| No. of retailers having no visible increase in demand for product | 100% | 56% |
| No. of retail stores having the ( ) package in stock | 100% | 165% |
| No. of stores reporting the demand for ( ) packages as Good: | 100% | 650% |
| Poor: | 100% | 21% |
| No. of retailers who felt that the program was helping increase demand | 100% | 199% |
| No. of retailers who said radio failed to have any effect on the sales | 100% | 54% |

*Owned and Operated by*
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

*Exclusive National Representatives*
EDWARD PETRY & COMPANY, INC.
NEW YORK CHICAGO
SAN FRANCISCO DETROIT

**Cleared Channel** **Unlimited Time**

# WSM

**NBC Affiliate** **50,000 WATTS** **650 Kilocycles**

## Test Broadcasts Show Small Cities Can Have 'Big Time' Air Features

Mr. Fair

IN AN EFFORT to convince radio audiences as well as their clients that "big time" radio programs can be produced and properly presented in the smaller cities, the advertising firm of Bozell & Jacobs, Inc., Omaha, has launched a series of half-hour weekly broadcasts over WOW, Omaha, for the Nebraska Power Co. The programs are under the direction of Harold Fair, head of the radio department of Bozell & Jacobs, Inc., formerly manager of WBEN, Buffalo.

"The first of this series of broadcasts shows what can be done in staging big programs in 'little cities,'" Mr. Fair said. "Large advertisers in many sections of the country have not made much use of radio because they are under the impression that a really worthwhile program can be staged only in such cities as Chicago and New York, where there is an abundance of talent.

"I do not agree with this theory, but I do not blame the advertisers. Rather, I think the local radio stations in the little cities have not been alert. In any city of 200,000 population there is plenty of talent for first class programs—the task is to assemble and use it."

## Labor Asks Shorter Hours, Higher Pay

(*Continued from page 14*)

in an effort to unionize the technicians. Their arguments were largely devoted to reasons for the proposed new wage and hour scale, allegations that company unions are being formed in violation of the National Industrial Recovery Act and charges that other violations of the code are rampant. Representatives of the voluntary technicians associations formed by NBC, CBS and WOR employes, grilled by Mr. Wood, when they presented statements showing that they were unwilling to unionize and satisfied with their present conditions and prospects, were the center of heated discussions which extended the hearing into a second day.

First to speak for the IBEW was Edward B. Bieretz, who cited the recent "suggestion" of NRA that a 10 per cent pay raise and 10 per cent decrease in hours be considered by the radio industry along with other industries. To justify going beyond this proposal, Mr. Bieretz declared that 1934 profits of the two major networks promise to go "far beyond 1933." "Radio," he said, "constitutes a glaring exception to visible results of NRA; it has been one of the chief beneficiaries of NRA."

Mr. Bieretz was indefinite about the IBEW membership. He accepted the figure of 2,006 as the number of available jobs in the industry, but he said there was between 6,000 and 8,000 men who can qualify as technicians or semi-technicians. He said the 35-hour week would employ 462 additional technicians, calling this "a modest request." He said the IBEW represents some 2,000 technicians, of whom 80 per cent are employed—but agreed to furnish specific figures to Mr. Farnsworth as to how many of these technicians are engaged by broadcasting stations.

### Attacks Broadcasters

THOMAS R. McLEAN, IBEW field organizer, sought to introduce specific cases of alleged violations of the right to organize and assailed station and network operators in New York, Chicago and Cleveland for thwarting the union's efforts to organize their men by forming company unions. He was restrained by Mr. Farnsworth from making specific accusations, being told that the proper avenue of appeal is to the courts. Mr. Baldwin demanded that his testimony be stricken from the record as "indictments" of employers on criminal charges, but he was reassured by Mr. Farnsworth that the statements made, omitting mentions of names, could not stand in court. Corroborating Mr. McLean were Don Moley, president of the Cleveland Federation of Labor, and Lou Jergenson, of the New York IBEW.

A bitter denunciation of unnamed station operators in Texas for practices inimical to technicians was made by Venable Fitzhugh, young IBEW member of San Antonio, who asserted station engineers were being paid in theater tickets, clothing and other merchandise; that they were not getting vacations; that they have to pay their own expenses to remote control jobs, and that there is 45 per cent unemployment among technicians in that state. He asked that the code be amended to remedy such conditions, and especially that action be taken to bring municipally owned radio stations under the code. They are now exempting themselves from the maximum hours and minimum wage conditions, with deplorable results, he charged.

The cases for network and station associations were presented by Phillip Merryman, representing the Associated Technical Employes of NBC, and Harry Spears, president of the Associated Columbia Broadcasting Technicians. They pointed out that consistent with Section 7a of the NIRA, and in the belief that no organization was capable of bargaining for them, they voluntarily formed their own associations to bargain for themselves. They insisted upon retention of the 48-hour week, declaring that if it were reduced they would be obliged to accept lower wage scales.

## Ten Stations Cited By Code Authority

TEN STATIONS which have failed to file their rate cards in accordance with the order issued several months ago have been cited to the NRA by the broadcasting Code Authority for whatever punitive action the government may deem advisable. Repeated requests for the rate data had been made by James W. Baldwin, executive officer of the Code Authority. A month ago Deputy Administrator William P. Farnsworth, in charge of the broadcasting code, advised the recalcitrant stations that action would be taken unless they complied.

The stations cited are WALA, Mobile, Ala.; WBAX, Wilkes-Barre, Pa.; WBNO, New Orleans; WJBL, Decatur, Ill.; WJEJ, Hagerstown, Md.; WPHR, Petersburg, Va.; WQDX, Thomasville, Ga.; KGFL, Roswell, N. Mex.; KLCN, Blytheville, Ark., and WPJM, Prescott, Ariz.

The National Industrial Recovery Act provides that any violation of any rules and regulations contained in approved NRA codes shall be punished by a fine of not to exceed $500, or imprisonment for not to exceed six months, or both.

### Radio for Furniture

KROEHLER MFG. Co., Los Angeles branch of the national furniture manufacturing organization, the last week of June launched a trial campaign on KHJ, Los Angeles, through the R. H. Alber Co., Los Angeles agency. Thirteen weeks with a half hour weekly will be used to promote its new "Bolero" line of furniture. Programs are designed to acquaint the west coast public with the new furniture design, and incidentally to interest more dealers. The "Bolero" theme runs through the programs.

SHELL PETROLEUM Corp., St. Louis, is placing one-minute transcription announcements on a score of stations in the middle west and south, through the J. Walter Thompson Co.


# Don't Overlook

**THE GREATER TOLEDO AREA WHEN PLANNING YOUR ADVERTISING CAMPAIGN**

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**360 N. Michigan Ave.**
**Chicago, Ill.**

**They say the proof of the pudding is in the eating. We don't deal in puddings, but we do deal in advertising. The consistency with which advertisers have used WSPD is ample proof that the station can help you, too, to sell your product in the Northwestern Ohio-Southern Michigan territory.**

**WSPD**

**Studios—The Commodore Perry Hotel, Toledo, Ohio**



***To a Certain Advertising Agency:***

Recently you conducted a survey of the radio preferences of 2,372 youngsters in New Jersey. Your survey revealed that the Bobbie Benson program (CBS—6:15 P.M.) was by far the most popular air offering among the juvenile listeners.

The Bobbie Benson program is written and directed by Peter Dixon, who has other ideas and program series that will stand up under the acid test of juvenile interest.

Which is why you might make a note of the address below, because some day you may need an exceptionally good radio program.

**PETER DIXON and ASSOCIATES**

**HOTEL ST. MORITZ** **NEW YORK CITY**

PREFERRED RUN-OF-PAPER POSITION WILL BE ALLOTTED ACCORDING TO PRIORITY OF RESERVATION DATES..

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SEPTEMBER 15th

BROADCASTING

Broadcast Advertising

NAT'L. PRESS BLDG. WASHINGTON, D. C.

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations**

## STATION ACCOUNTS

WSM, Nashville: Armand Co., Des Moines (Symphonie face powder), quarter hour transcription weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.; Sears, Roebuck & Co., Chicago (furs), 5 minutes weekly, 13 weeks, Neisser-Meyerhoff, Chicago; Standard Oil Co. of N. J., Lasses White Minstrels, once weekly, 8 weeks, McCann-Ericson, N. Y.; Pure Oil Co., Chicago, half hour studio program weekly, 26 weeks, Freitag Advertising Agency, Atlanta; Michigan Tourist & Resort Commission, Detroit, 6 announcements, Campbell-Ewald, Detroit; McCormick & Co., Baltimore (Banquet tea), 52 one-minute transcriptions, Van Sant, Dugdale & Co., Baltimore; Black Flag Co., Baltimore (insecticide), 1-minute transcriptions, 5 times weekly, 8 weeks, Fletcher & Ellis, N. Y.; Palmer Match Co., Akron (Strikalite matches), 5-minute sketch weekly, 13 weeks, Edward M. Power Co., Pittsburgh; Love Charm Perfume Co., St. Louis, quarter hour weekly, 26 weeks, Hilmer V. Swenson Co., St. Louis; Dodge Motor Co., 12 one-minute announcements, Ruthrauff & Ryan, N. Y.; Chevrolet Motor Co., 27 one-minute announcements, Campbell-Ewald, Detroit; Kester Solder Co., Chicago (solder mender), half hour weekly, 13 weeks, Anbrey, Moore & Wallace, Chicago; Morton Salt Co., Chicago, quarter hour weekly, 13 weeks, Wade Agency, Chicago.

KOMA, Oklahoma City: Frito Co., San Antonio (Fritos), 52 announcements, thru Parker Valentine Advertising Agency, San Antonio; Braniff Airways, Oklahoma City, daily announcements, 1 year, direct; Charles M. Sledd Co., Chicago (Philip Morris cigarettes), daily 1-minute transcriptions; Mid-Continent Petroleum Corp., Kansas City, Mo. (DX gasoline), two 1-minute transcriptions daily, 52 times, R. J. Potts Co., Kansas City.

KTUL, Tulsa, Okla.: Hazel-Atlas Glass Co., Wheeling, W. Va. (fruit jars), 3 announcements daily, except Sunday, direct; Frigid-Mix Co., 9 announcements weekly, 1 year, thru Murrel Crump Advertising Co.; Kellogg Sales Co., Oklahoma City (Rice Krispies), 13 announcements, direct; Kerr Glass Co., Sand Springs, Okla. (fruit jars), canning school, quarter hour, twice weekly, Rogers-Gano.

KFI, Los Angeles: Chevrolet Motor Co., 8 announcements, thru Campbell-Ewald, Detroit; Joseph Burnett Co., Boston (Burnett Vanilla), 26 announcements, Batten, Barton, Durstine & Osborn, N. Y.; Welch Grape Juice Co., Westfield, N. Y., 26 announcements, H. W. Kastor & Sons, Chicago.

KEX, Portland, Ore.: Western Dairy Products Co., Seattle, 7 announcements, thru Barnes Campbell, Seattle; General Motors, Detroit (national auto exhibit), 4 half hour musicals, Campbell-Ewald, Detroit; Esbencott Laboratories, Portland (Santiseptic), quarter hour musical daily, 1 year, Kirkpatric, Portland.

WJZ, New York: Empire Gold Co., New York (gold buying service) on June 18 used WJZ for Jack Arthur and Munn Sisters, 7:15-7:30 p. m., and on June 24 used WEAF only for Devore Nadworney and pianist, 1:45-2 p.m., thru Friend Advertising Agency, N. Y.

WABC, New York: I. J. Fox, Inc., New York (furs) on July 27 starts "Fox Fur Trappers," Mondays and Fridays, 7:15-7:30 p. m., thru Peck Advertising Agency, N. Y.

KDKA, Pittsburgh: Detroit & Cleveland Navigation Co., Detroit (boat trips), 3 announcements daily for 7 weeks, thru J. F. Walsh Advertising Agency, Detroit; Fleetwing Oil Corp., Cleveland (gas and oil), renewal of weekly quarter-hour programs, 13 weeks, McCann-Erickson, Inc., Cleveland; P. Duff & Sons, Inc., Pittsburgh (Kinney Chinook Salmon), weekly participations in KDKA Home Forum, 13 weeks, Batten, Barton, Durstine & Osborn, Pittsburgh; Chieftain Mfg. Co., Baltimore (Colorshine), transcription announcements weekly, 12 weeks, Van Sant, Dugdale & Co., Baltimore; Musebeck Shoe Co., Danville, Ill. (Musebeck Health Spot Shoes), 3 announcements weekly, 52 weeks, direct; The Ayer Co., Lowell, Mass. (Gestex), sponsorship of "Strange Facts," daily thru September, Broadcast Advertising Co., Inc., Boston; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), renewal, 32 quarter-hour transcriptions thrice weekly, Wade Advertising Agency, Chicago; Pennzoil Co., Oil City, Pa. (gas and oil), time signals, thru May 25, 1935, Ruthrauff & Ryan, Inc., New York; Kraft-Phenix Cheese Corp., Chicago (Chiffon Whipt Butter), 33 participations in KDKA Home Forum, Needham, Louis & Brorby, Inc., Chicago.

WOAI, San Antonio, Tex.: Faultless Starch Co., Kansas City (Faultless Starch), 52 fifteen-minute transcriptions "The Forty-Niners," 3 times weekly, thru Russell C. Comer Advertising Co., Kansas City; Dodge Motor Co., daily announcements, Ruthrauff & Ryan, N. Y.; Crazy Crystals Co., quarter hour daily except Sunday, direct; General Motors Corp, 27 announcements, Campbell-Ewald Co., Detroit.

WCAE, Pittsburgh: Perkins Products (Kool-Ade), transcription, twice weekly, 13 programs, thru SHB; Westgate Seaproducts Co., San Diego, 26 announcements, Barnes Campbell Co., San Diego; Reliance Mfg. Co., Chicago (Big Yank shirts), 6 announcements, Carroll Dean Murphy, Chicago.

WOKO, Albany, N. Y.: Standard Milling Co., New York (Hecker's flour), twice daily announcements, 13 times, SHB; Rumford Chemical Co., Providence, R. I. (baking powder), 16 quarter hour transcriptions, SHB; Buick Motor Co., 30 announcements, Campbell-Ewald, Detroit; General Motors Corp. (national auto exhibit), 18 announcements, Campbell-Ewald, Detroit; Procter & Gamble, Cincinnati (Drene), 28 announcements, H. W. Kastor & Sons, Chicago; Reo Motor Co., 13 announcements, Maxon, Inc., Detroit; Seminole Paper Co., Chicago (Seminole tissue), 13 quarter hour transcriptions, Radio Broadcasting Co., Boston; Dodge Motor Co., 12 announcements, Ruthrauff & Ryan, N. Y. WNAC, Boston: Adams Hat Co., New York, resume of Baer-Carnera fight, thru the Biow Co., N. Y.; Dodge Motor Co., daily except Sunday program, 13 times, Ruthrauff & Ryan, Boston; Peace & Curran, Providence, R. I. (gold redeemers), temperature readings, 39 times, Broadcast Advertising, Boston.

KTAT, Fort Worth: Cohan Lubow, New York (clothes), 300 announcements, direct: Frito Co., San Antonio (Fritos), 100 announcements, thru Parker-Valentine, San Antonio; Hyral Co., Fort Worth (Hyral), 300 announcements, direct; Philip Morris & Co., New York (cigarettes), daily announcements, M. J. Sheridan, N. Y.; Watch Tower Society, Brooklyn (Judge Rutherford lectures), 158 fifteen-minute talks, 3 times weekly, direct; Willard Tablet Co., Chicago (Willard tablets), 3 announcements weekly, direct; Skinner Co., Omaha (raisin bran), daily quarter hour health exercises, 300 times, Buchanan-Thomas, Omaha; Hotel Jefferson, St. Louis, 30 announcements, Burke-Connell, St. Louis; American Airlines, Inc., Fort Worth, quarter hour musical once weekly, direct.

WJZ, New York: Procter & Gamble Co., Cincinnati (Ivory Soap) on July 3 renews "Ivory Stamp Club with Tim Healy," Tuesdays, Thursdays and Saturdays, 6:30-6:45 p. m., EDST, thru the Blackman Co., N. Y.

*Photo by Lusty, London*

**INSIDE RADIO BUDAPEST'S STUDIOS—This is a view of the high powered Hungarian station's "mechanical conductor" studio, only one of its kind in Europe. The conductor, baton in hand, is in the soundproof booth facing the orchestra. At extreme left is the electrically controlled indicator which gives the "silent" instructions to the musicians. Note the peculiar microphone setup.**

WOR, Newark: Reliance Mfg. Co., Chicago (Big Yank work shirts), quarter hours, Sundays, 13 weeks, thru Carroll Dean Murphy, Chicago; General Motors Corp., Detroit, 5 minutes twice weekly, 9 days, Campbell-Ewald, Detroit; Chevrolet Motor Co., Detroit, 5 minutes 3 times daily, 4 days, Campbell-Ewald Co., Detroit; Vadsco Sales Corp., New York (Tarrant's Seltzer Aperient), quarter hour weekly, 13 weeks, L. H. Hartman & Co., N. Y.; Carbona Products Co., New York (shoe whitener), studio program twice weekly, 10 weeks, E. T. Howard Co., N. Y.

KGW, Portland, Ore.: Southern Pacific Railway, nightly announcements, 1 week, thru Mac Wilkins & Cole, Portland; Western Dairy Products Co., Seattle, 9 announcements, Barnes Campbell, Seattle; Esbencott Laboratories, Portland (Santiseptic), quarter hour, 6 nights weekly, 1 year, Kirkpatric, Portland; General Motors, Detroit (national auto exhibit), 27 programs, Campbell-Ewald, Detroit; Gilmore Oil Co., Los Angeles (Red Lion gas), 2 announcements, Bettsford, Constantine & Gardner, Portland.

WLTH, Brooklyn: General Baking Co., New York, 50 foreign language announcements, thru Batten, Barton, Durstine & Osborn, N. Y.; Carter Medicine Co., New York (liver pills), 3 foreign language announcements weekly, 1 year, Spot Broadcasting, Inc., N. Y.; Ex-Lax, Inc., New York, 6 Jewish announcements weekly, Joseph Katz Co., N. Y.; General Motors, 27 announcements, Campbell-Ewald, Detroit; Coward Shoe Co., New York, 2 Jewish programs and 1 English program, daily, 1 year, Inselbuch Service, N. Y.; National Magnesia Co., New York (citrate of magnesia), 1 Jewish program and 1 Italian program, daily, 26 weeks, direct.

WLS, Chicago: Mentho-Kreamo Co., Clinton, Ill. (M-K cold remedy) renewed announcements 4 weeks, thru Wade Advertising Agency, Chicago; Ex-Lax Co., New York (proprietary), 78 announcements, Joseph Katz Co., New York; U. S. School of Music, New York, 38 five-minute transcription programs, Rose-Martin Co., New York; Horse & Mule Farming Association, Dallas (harness), one hour on barn dance and announcements, Carpenter-Rogers Co., Dallas; Ball Brothers Co., Muncie, Ind. (canning jars), 25 five-minute periods, Appelgate Advertising Agency, Muncie, Ind.; Illinois Central Railroad, renewed announcements, Caples Co., Chicago.

WCAU, Philadelphia: Rudolph Wurlitzer Co., Cincinnati (musical instruments), 1 announcement, Keeler and Stites Co., Cincinnati; Adam Hat Stores, Philadelphia, Baer-Carnera fight resume, Biow Co., N. Y.; Dodge Motor Co., 6 announcements, Ruthrauff & Ryan, N. Y.; Chevrolet Motor Co., 12 announcements, Campbell-Ewald, Detroit; Perkins Products Co., Chicago (Kool-Ade and Velvia), 13 five-minute transcriptions, SHB.

## Beauty Products Tests

**RED CROSS Beauty Products Co., Washington, D. C., old line cosmetics concern with national distribution, has started testing radio for the first time with spot announcements in Arthur Godfrey's morning "Sun Dial" programs on WJSV, Washington. Concern is offering sample jars of skin cream as a giveaway through the local Whelan stores. The success of the test campaign will determine whether the radio campaign shall be extended first into Maryland and Virginia and then on a more widespread scale, according to Henry J. Kaufman Advertising, Washington, agency handling the account.**

## NETWORK ACCOUNTS

**(All times EDST unless otherwise specified)**

STUDEBAKER SALES Corp. of America, South Bend, Ind., on July 9 starts Richard Himber's orchestra with Joey Nash on basic NBC-WEAF network, Mondays, 8-8:30 p. m., with repeat for western stations, 1-1:30 a. m. Agency: Roche, Williams & Cunnyngham, Chicago.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos), on Aug. 7 starts Richard Himber and the "Studebaker Champions" on 40 CBS stations, Tuesdays, 9:30-10 p. m., with repeat for west at 11-11:30 p. m. Agency: Roche, Williams & Cunnyngham, Chicago.

GILLETTE SAFETY RAZOR Co., Boston, on July 23 starts "Gene and Glenn" on 51 NBC-WEAF and supplementary stations, daily except Saturdays and Sundays, 7:15-7:30 p. m., with repeat for west 11:15-11:30 p. m. Agency: Ruthrauff & Ryan, N. Y.

PLOUGH, Inc., Memphis (St. Joseph Aspirin, Penetro) on July 11 starts a new series on 37 NBC-WEAF and supplementary stations, featuring Guy Lombardo's Royal Canadians in "Lombardoland," Wednesdays, 10-10:30 p. m. Agency: Lake-Spiro-Cohn, Inc., Memphis.

HEALTH PRODUCTS Corp., Newark (Feen-A-Mint) on July 26 starts "Bar-X Days and Nights" on 18 CBS stations, Thursdays, 9-9:30 p. m., to Sept. 27; network will be expanded beginning Oct. 4 to 34 CBS stations, same time. Agency: William Esty & Co., N. Y.

HEALTH PRODUCTS Corp., Newark (Cod Liver Oil Wafers) on Sept. 30 starts unannounced program on 37 CBS stations, Sundays, 6-6:30 p. m. Agency: William Esty & Co., N. Y.

A. S. BOYLE Co., Cincinnati (Old English Floor Wax) on Sept. 30 starts "Lazy Dan the Minstrel Man," with Irving Kaufman, on 47 CBS stations, Sundays, 2:30-3 p. m., EST. Agency: Blackett-Sample-Hummert, Inc., N. Y.

NORTHWESTERN YEAST Co., Chicago (Magic Yeast, Yeast Foam and Yeast Foam Tablets) on July 2 starts "Yeast Foamers," with Jan Garber's orchestra, on 26 NBC-WJZ and supplementary stations, Mondays, 8-8:30 p. m. Agency: Hays McFarland & Co., Chicago.

PILLSBURY FLOUR MILLS Co., Minneapolis, on June 11 renewed "Today's Children," dramatic script story of "Mother Moran and her Family" on 27 NBC-WJZ and supplementary stations, daily except Saturdays and Sundays, 10:30-10:45 a. m., with repeat at 11:15-11:30 a. m. for WENR only. Agency: Hutchinson Advertising Co., Minneapolis.

GENERAL FOODS Corp., New York (Maxwell House Coffee) on July 5 renews "Captain Henry's Showboat" on 42 NBC-WEAF and supplementary stations, Thursdays, 9-10 p. m., with repeat at 1-2 a. m. for 11 NBC-KGO stations; WLW, 9:30-10 p. m. only. Agency: Benton & Bowles, N. Y.

DR. PAINLESS PARKER, San Francisco (dentist) on July 13 starts "The Philistine," informative talk by Seth Maker, on special hookup of KGO, KFI and KSFD, Fridays, 7:45-8 p. m., PST. Agency: Emil Grisacher & Staff, San Francisco.

LANGENDORF UNITED BAKERIES, Inc., San Francisco, on Aug. 20 starts "Langendorf Pictorial," news broadcasts by Rush Hughes, on special hookup of KGO, KFI and KOMO, daily except Saturdays and Sundays, 3-3:15 p. m., PST. Agency: J. Walter Thompson Co., San Francisco.

GOLD DUST Corp., New York (Silver Dust) on July 2 renews Rollo Hudson's orchestra with Paul Keast, baritone, on 14 CBS stations, Mondays, Wednesdays and Fridays, 7:30-7:45 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

FORD MOTOR DEALERS, Detroit, have revised their CBS contract calling for renewal Aug. 5 of Fred Waring's Pennsylvanians on 88 CBS stations, Sundays, 9:30-10 p. m.; Thursday program, which has suspended for the summer, will return Sept. 13, 9:30-10 p. m. over same network. Agency: N. W. Ayer & Son, N. Y.

MALTED CEREALS Co., Burlington, Vt. (Maltex, Malt Breakfast Food Cereal) on Sept. 2 starts "Little Known Facts About Well Known People," with Dale Carnegie, on 14 NBC-WEAF stations, Sundays, 5-5:30 p. m. Agency: Samuel C. Crooy Co., N. Y.

DR. MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer) on July 7 renews "National Barn Dance" on 24 NBC-WJZ and supplementary stations, Saturdays, 10:30-11:30 p. m. Agency: Wade Advertising Agency, Chicago.

NBC CHANGES: Tastyeast on June 17 changed its program on 17 NBC-WJZ stations to "Tastyeast Theater," one-act plays with Tom Powers, Leona Hogarth and Frederick Worlock, and has shifted time to Sundays, 9:30-9:45 p. m.; Crazy Water Hotel Co. "Crazy Crystalizers" on June 25 shifted to 2:30-2:45 p. m., daily except Sundays, on 20 NBC-WEAF stations; General Foods "Capt. Henry's Show Boat" on July 26 will drop its 1-2 a. m. repeat for western stations; Philip Morris Co. on July 3 adds repeat program of Leo Reisman, Phil Duey and soloists, Tuesday, 11:30-12 p. m., to KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, WLW, WDAF.

## NBC Gets Waivers On Political Talks

TO AVOID libel and slander responsibility during political broadcasts, which are increasing in number because of the many primaries being held currently in preparation for the November Congressional and local elections, all NBC managed and operated stations are requiring political speakers to sign waivers designed to protect and indemnify the stations against claims that might arise as a result of the speeches.

Various other stations are adopting the same form of waiver, which carries the signatures of the station operator and the purchaser of political time. Following is the full text of the agreement:

Because of the recent decision of the Supreme Court of Nebraska in the case of Sorenson v. Wood, et al., 243 N W 82, on the subject of political broadcasts, holding the broadcasting station jointly liable with the speaker for slanderous and libelous statements, We must ask you as an inducement for our executing a facilities contract of even date herewith, granting you the use of certain broadcasting facilities for radio programs (which agreement you hereby ratify) to indemnify and hold us and our subsidiaries, associated stations, their and our officers, successors and assigns, harmless against any and all claims, demands and recoveries, including lawyers' fees, arising out of the publication or broadcasting of any matter furnished by you, your speakers, your client or its speakers in connection with said programs.

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EXCELLENT results among broadcasting stations in adhering to their assigned frequencies are reported by William D. Terrell, chief of the Radio Commission's division of field operations, following reports received from its branch offices on May measurements. Of 548 stations measured, 344 were holding within 10 cycles of their assignments, 146 were between 11-25 cycles and 51 were between 26-50 cycles. Only seven deviated beyond the 50 cycle limit.

## TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Black Flag Co., Baltimore (insecticide).
Bowey's Inc., Chicago (Dari-Rich chocolate).
Detroit White Lead Works, Detroit (paints & varnishes).
Eastman Kodak Co., Rochester, N. Y.
Kroger Grocery Co., New York (chain grocers).
A. H. Lewis Medicine Co., New York (Tums).
McLaughlin Gormley King Co., Minneapolis (garden spray).
Noxzema Chemical Co., Baltimore (Noxzema cream).
Dr. Pepper Co., Dallas (Dr. Pepper's syrup).
Phillips-Jones Corp., New York (haberdashery).
Standard Oil Co. of Indiana, Chicago (gasoline & motor oil).
Studebaker Sales Corp., South Bend, Ind.
Welch Grape Juice Co., Westfield, N. Y.

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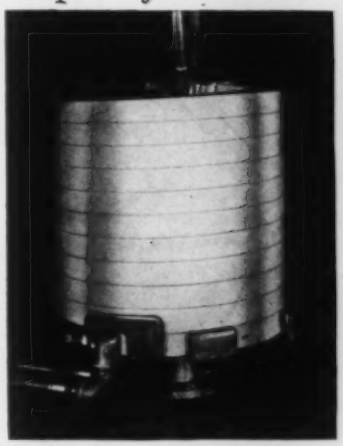
### WBS Starts Survey

WORLD Broadcasting System has sent a questionnaire to all of the stations subscribing to its daily transcription program service and seeking pertinent market data to be compiled and made available to national and sectional advertisers and their agencies. The survey is being handled by Neal Weed, assistant station relations manager. From this material a uniform sales manual will be prepared.

Eliminate rubber hose—

*the most troublesome piece of transmitter equipment—*



with the

Lapp Porcelain Water Coil

Fully described in the new Lapp Radio Insulator Catalog which also includes a full line of Antenna, Entrance and Stand-off insulators. A large section is devoted to all types of Tower insulators. The Vertical Radiators of WLW, WSM, WABC and many others are supported by Lapp units. If you have not received your copy of this new catalog, send for one at once.

LAPP INSULATOR CO., INC., LE ROY, N. Y.

# WE'VE PUT SUMMER STATIC ON THE PAY-ROLL

**If it makes your heart bleed to hear summer static playing hob with your programs, remember this: Station WAVE has nearly a million logical listeners—420,000 of them *practically within sight of our tower* . . . Old hot-weather static won't cheat you, here—it actually helps keep your listeners with you! . . . N. B. C.**

*National Representatives:*
*FREE & SLEININGER, INC.*

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.


## RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

EDWIN ALESHIRE has joined the radio department of Lord & Thomas, Chicago, in an executive capacity. He comes from Blackett-Sample-Hummert, where he had similar duties. M. Lewis Goodkind continues as director of station relations and publicity, and Basil Loughrane as production manager.

JOHN S. DAVIDSON, formerly NAB and later with Ruthrauff & Ryan, New York, has joined the radio department of Federal Advertising Agency, New York.

JOHN KETTLEWELL has been appointed Chicago representative of WSPD, Toledo, with headquarters at 360 No. Michigan Ave.

TED CATE, head of radio activities for the Mayers Co., Los Angeles agency, left the middle of June to motor to his former home in Haverhill, Mass. He will be gone six weeks.

DON FORKER, advertising manager of the Union Oil Co., Los Angeles, and creator of its current "Rhythm Revue" weekly on KHJ and the Don Lee-CBS network, left for New York in June with expectations of staying four or five weeks.

JOHN GIEBISH, director of the radio department of the Milwaukee office of Cramer, Krasselt Co., was in Los Angeles late in June to contact pictures stars for commercials serviced by the agency.

JAMES A. GUILFOYLE, head of the radio department of the Los Angeles office of Erwin, Wasey & Co., will also operate independently as the Hollywood Guild Productions with full service from script to transcriptions of live broadcasts.

B. C. HERRICK, formerly with the Buchanan-Thomas Advertising Co., Omaha, has been appointed head of the radio department of Schwimmer & Scott, Chicago agency, which reports it has added the following accounts, all with active radio, magazine and newspaper campaigns scheduled for the summer and fall: Ludlow Typograph Co., Chicago; Lewis Knitting Co., Janesville, Wis. (men's underwear); Carlton, Inc., Chicago (women's wear); Yeast-Caps, Inc., Chicago (medicinals); Century Laboratory, Inc., Chicago (Perfect Feet foot bath powder); American Vault Works, Forest Park, Ill. (burial vaults); Interstate Reserve Life, Chicago (life insurance), and Carlsbad Crystals, Chicago (medicinals).

R. H. CAREY, of the Coolidge Advertising Agency, Des Moines, was a visitor in Pacific Coast stations in latter June in the interests of Chamberlain Medical Co., Des Moines (lotion), a radio advertiser.

WILLIAM G. RAMBEAU, Chicago station representative for WOR, New York and the Michigan Network, has added to his staff William H. Cartwright, formerly of the radio department of McJunkin Advertising Agency, and Ed Allen, formerly associated with the *National Advertising Register*.

A. W. SEILER has been elected president of the Cramer-Krasselt Co., Milwaukee advertising agency, with which he has been associated since 1907. The agency represents many prominent home appliance manufacturers which have used radio, including Norge and Maytag.

LICHTIG and ENGLANDER, talent booking agency in the Warner Theatre Building, Hollywood, the last week of June added a radio department to its office set-up. L. Scott Perkins, one-time program manager of KMTR, later with NBC in San Francisco, and lately in the agency business, heads the new division.

BREN-ORSATTI-MARX agency, Hollywood booking office for stage, screen and radio talent, is in process of dissolution. Zeppo Marx will leave the agency, but may join another group at a later date. Milton Bren and Frank Orsatti will divide the clients between themselves and open their own individual offices.

NATIONAL ADVERTISING AGENCY has been formed at 312 E. 12th St., Los Angeles. It will service only radio accounts and will not do a general agency business. Principals are A. A. Butterworth, long the m. c. on the Davis Perfection Bread Co. program, and Leslie Aldrich, for eight years a radio time broker in Los Angeles.

THE POMPEIAN Co., Bloomfield, N. J. (toilet preparations) has appointed McConnell & Fergusson, Ltd., London, Ont., to handle its Canadian advertising.

GIFFORD R. HART, formerly with CBS, has been named manager of the newly opened New York office of Bowman, Deute, Cummings, Inc., San Francisco agency. The office is at 522 Fifth Ave. The agency has also opened a branch office in the Rust Bldg., Washington, with William Atherton DuPuy and Laurence Benedict in charge.

VIOLET JOHNSON, formerly in the continuity department of KSO, Des Moines, has joined the staff of Brown & Co., Des Moines agency.

CAMPBELL SOUP Co., Camden, N. J., has appointed Ruthrauff & Ryan, New York, to handle the advertising for Franco-American Spaghetti. Advertising of Campbell's Soup, Beans and Tomato Juice will continue to be handled by F. Wallis Armstrong Co., Philadelphia.

LEHN & FINK Co., New York, has appointed McConnell & Fergusson, Ltd., London, Ont., to handle the Canadian advertising of Pebeco, Hinds and Lysol.

MIDWEST DRUG, Inc., Chicago (Dr. Chapin's Muscletone) has appointed C. Wendell Muench & Co., Chicago, to handle its advertising.

WHISTLE Co. of America, New York (soft drinks) has appointed Beebe Advertising Agency, New York, to handle its advertising.

H. TRAISER & Co., Inc., Boston (Pippins and Harvard cigars) has appointed Doremus & Co., Inc., Boston, to direct its advertising. Radio and newspapers are being used.

W. L. THOMPSON, Inc., Boston distributors of General Electric products, has appointed Doremus & Co., Inc., Boston, to handle their radio advertising of the General Electric refrigerator.

LEWIS KNITTING Co., Janesville, Wis. (underwear) has appointed Schwimmer & Scott, Chicago, to handle its advertising.

ELIZABETH ARDEN, New York (cosmetics), has appointed Cecil, Warwick & Cecil, New York, to handle its advertising.

FLOYD GIBBONS SCHOOL of BROADCASTING, Washington, has appointed Van Sant, Dugdale & Co., Inc., Baltimore, to handle its advertising.

PARK CHEMICAL Co., Detroit (cleaner & polish), has named Fred M. Randall Co., Detroit, to handle its advertising.

F. E. BARR & Co., Chicago (Boracetine remedy and tooth powder) has appointed Gale & Pietsch, Inc., Chicago, to handle its advertising.

A. S. BOYLE Co., Cincinnati (Old English floor wax and polish) has placed its radio advertising with Blackett-Sample-Hummert, Inc., Chicago.


KJR

N B C
KJR listeners are afforded NBC sustaining programs

KJR
SEATTLE
The Pioneer High Powered Station of the Pacific Northwest. The only major station in the Northwestern markets offering guaranteed time.
For complete information see
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.



FONTENELLE TESTED — RADIO SYNDICATE — FEATURES SCRIPTS

PREPARE YOUR FALL SCHEDULE NOW
with Audience-Approved, Live Talent Scripts which are timed for Sponsorship

**Plays of Other Days**
A series of 30 minute programs. Exceptional radio adaptations of standard melodramas.

**Play of the Week**
Complete thirty-minute programs built around stock company types.

**Champions of Progress**
15 Minute programs dramatizing the progress of inventors and inventions.

**Little Theatre Productions**
Short Dramas of life for 15-minute programs.

Submit your "HIT" programs for syndication

B. A. FENNER, *Manager* — Topeka, Kansas

## PROSPECTS

CITRUS SOAP Co., San Diego, Cal., has transcribed a series of 13 five-minute programs at the Hollywood RCA-Victor studios through the Norman W. Towle agency, San Diego. Discs will be placed on stations in the 11 western states during July as a test campaign.

POTOMAC RIVER LINE, operating excursions on the Potomac River and Chesapeake Bay, is using radio with newspapers and direct mail in a campaign in the District of Columbia which will shortly be extended into Maryland and Virginia, according to Henry J. Kaufman Advertising, Washington agency.

FESENMEIER BREWING Co., Huntington, W. Va., may use radio along with other media in a campaign in West Virginia, Ohio and Kentucky handled by Monte Little Co., Huntington agency.

ARPAUL Co., Inc., New York (beauty preparations), has appointed Metropolitan Advertising Co., New York, to handle its advertising. Radio with other media will be used.

ORANGE CRUSH Co., Chicago, will use announcements on several stations for an intensive summer campaign. The account is handled by J. Walter Thompson Co., Chicago.

LIVE TALENT programs are being selected on a few middle west stations by Kingsbury Breweries, Manitowoc, Wis., through its agency, Mitchell-Faust Co., Chicago.

NATIONAL DISTILLERS Corp., Muskegon, Mich., is buying special features on stations in eight middle west markets to advertise its Mistletoe Gin. The agency handling the account is Klau-Van Pietersom-Dunlap Associates, Milwaukee.

TONE BROTHERS, Des Moines (Tone's coffee and spices) will use radio with farm papers and newspapers, and has appointed Cole's, Inc., Des Moines, to handle the account.

GRIESEDIECK-WESTERN Brewery, Belleville, Ill. (Stag beer) will use radio with other media, and has appointed Budke-Connell Advertising Agency, St. Louis, to handle its campaign.

### Activity in Canada

ABOUT $100,000 is being spent to erect new studios and a new 15,000-watt transmitter for CKY, Winnipeg, while on July 1 CJRM, Moose Jaw, is to go on the air with 1,000 watts, according to Canadian reports. A new 250-watt station is also being built at Trail, B. C., to form part of a new chain of Canadian Radio Commission stations in British Columbia, including CRCV, Vancouver; CFJC, Kamloops; CKOV, Kelowna, and CHWK, Chilliwack.

## STUDIO NOTES

"COCKTAIL HOUR" titles the new 4 oclock afternoon hour on KFWB, Hollywood, which on weekdays replaces the former "tea time" program. Although the station's rules will not allow hard liquor advertising before 10 p. m., its new cocktail hour is open for wine clients. The program consists of light, airy music more or less in slumbertime style without heavy tunes or long, wordy commercial plugs.

WMCA, New York key station of the American Broadcasting System, has a lady announcer. She is Ardath Johnson, star of the legitimate stage, accomplished pianist, and niece of Senator Hiram W. Johnson, of California. Miss Johnson announces the program of "The Song Hit Man," featuring Henry I. Marshall, composer.

FERDE GROFE and his orchestra, who have just been signed under the exclusive management of the CBS Artists Bureau, is now being featured over the Columbia network, being heard from New York on Thursdays, 12:30 to 1:00 a. m. (really Friday a. m.), and Saturdays, 12 midnight to 12:30 a. m. (really Sunday a. m.).

"YOUR SHARE of $500,000,000 Summer Broadcasting Possibilities in New England" is the title of a booklet just issued by the Sales Service Department of the Yankee Network and available upon written request. The $500,000,000 represents the expenditures of 3,000,000 visiting vacationists to the New England territory last year, and is a conservative estimate of what may be expected this summer. This figure establishes the recreation industry as the second largest in New England.

HOLLY SMITH'S program, "Sing, It's Good For You,' running as a sustaining spot over WBT, Charlotte, for several weeks, has been sold to General Mills, to promote Wheaties. The contract has just been closed by Blackett-Sample-Hummert, Inc., Chicago agency. The program runs for 15 minutes daily except Sunday at 11:15 a. m. Starting purely as a "sing" program, it has since taken on also something of a burlesque aid to housewives.

REED BROS. Co., Los Angeles funeral directors, has taken a vote of its radio public and will continue "Romance at Fifty," which it has been sponsoring over KECA with weekly half hour programs. George Price, of the Mayers Co., is the account executive and also writes the script. The program dramatizes the everyday life of a typical middle aged couple. Only commercial credit is an announcement that fans will be sent free a 65-page booklet called "Folks Want to Know."

THE "BIG BROTHER CLUB," juvenile organization of KMBC, Kansas City, boasting over 40,000 members in its five years of existence, is now sponsored by General Mills for Wheaties. Little Willie Botts (Vance McCune) was recalled from Chicago for the new series to carry on his blackface comedy with Jack Starr as straight man. Free activities for club members include baseball games, movies, swimming, roller skating, ice skating, hockey games and picnics. There is also a baseball school every Saturday morning with members of the Kansas City Blues team serving as instructors. The programs are daily except Sunday at 5, with a special broadcast on Saturday mornings from the baseball school. When the Blues are playing in town the program is presented from the ball park with the crowd looking on.

KGER, Long Beach, Cal., has ordered a set of the new-type Braw-Knox vertical radio towers from Philadelphia. They are said to be the first to be used on the west coast and are already en route through the Panama Canal. The new towers are self supporting with no cables.

A WKBF broadcast stopped traffic on Indianapolis' Monument Circle recently when more than 200 persons crowded around the microphone where Buford Cadle was broadcasting as the Ideal Furniture Co.'s "Inquiring Reporter." A police squad was sent to see what was causing the "riot," and the *Indianapolis News* also sent a reporter to the Circle Theater, where the broadcast originates.

"TREASURES OF TIME" captions new series which started June 13 from KHJ, Los Angeles, to the Don Lee-CBS network for the Bank of America National Trust and Savings Association. The sponsors had previously used a drama series, "Leaders of Tomorrow," designed to interest the juvenile audience along with adults.

FOR the second consecutive year, WKRC, Cincinnati, has been awarded a "Certificate of Merit." This certificate is awarded annually by the Clean-Up and Beautification Committee of the Cincinnati Chamber of Commerce and the City of Cincinnati to organizations which take an active part in Clean-Up and Fire Prevention Campaigns throughout the year. Lieut. Carl A. Rogers, of the Cincinnati Fire Prevention Bureau, for the last three years has offered tips over WKRC to home owners on the prevention of fires.

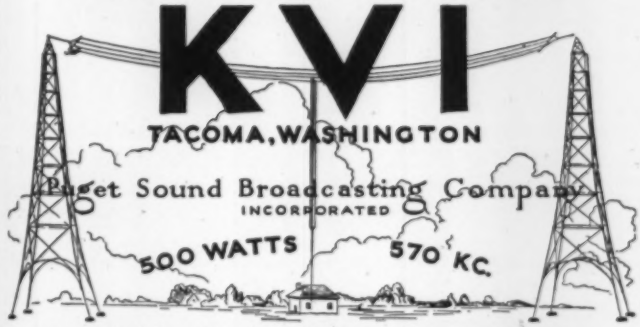
WLS, Chicago, on June 16 passed the 250,000 paid attendance mark for the National Barn Dance it has staged on Saturday nights for the last 118 weeks in the Eighth Street Theater, according to figures submitted to the federal government for its amusement tax. The program is also carried on an NBC-WEAF network.

KFRC, San Francisco, has inaugurated a new Sunday night feature, "Romance of Travel," which is designed to attract steamship lines and railroads for sponsorship. Listeners are taken to a different port of call on each program by Donald Stewart, narrator, and Claude Sweeten's orchestra.

LIGHTNING in June struck the antenna at the transmission plant of WBT, Charlotte, and smashed one of the insulators, causing the antenna to fall to the ground. However, the station was able to continue on the air until midnight, despite the grounded antenna. The damage was repaired before 7:30 a. m.


RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

When KVI opened new $25,000 studios
10,221 saw them in one week




PROOF THAT THIS PIONEER COLUMBIA STATION
HAS GREATER LISTENER INTEREST

GOSH! - - -
BUT WE'RE PROUD!

And you'd be proud too—if your station had been consistently broadcasting more local advertising than any other network station in a market as vast and important as Detroit. Local advertisers are on the "ground floor"—they KNOW which station the buying audience prefers. They KNOW which station produces sales.

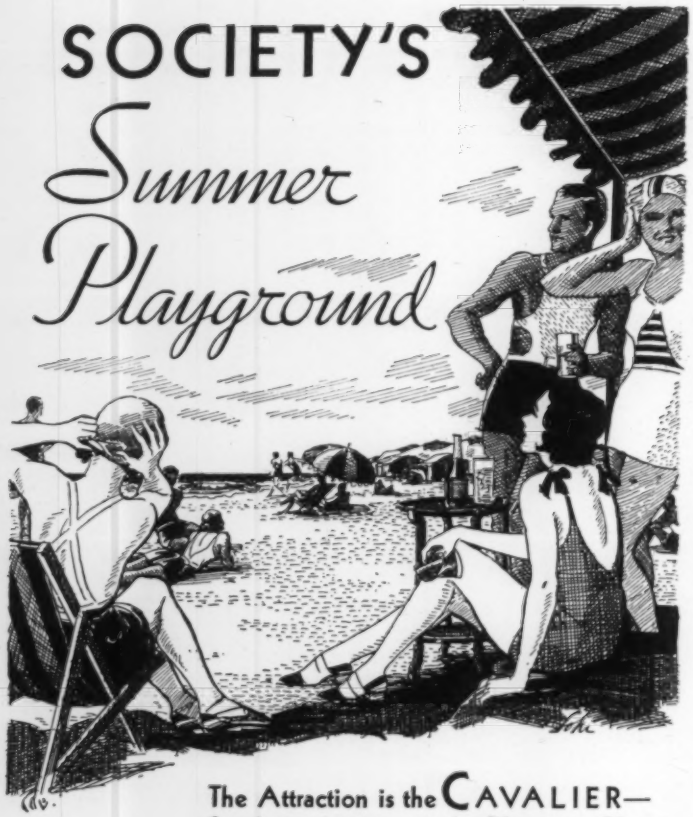
*We'll be glad to furnish you with further details upon request.*

Member COLUMBIA Basic Network
CKLW
THE INTERNATIONAL STATION
5,000 Watts
840 Kc.
In the Center of the Dial

*Windsor offices—*
*Guaranty Trust Bldg.,*
*Phone—4-1155*

*Detroit offices—*
*Union Guardian Bldg.,*
*Phone—CAdillac 7200*

SOCIETY'S *Summer Playground*



The Attraction is the CAVALIER—Southern society . . . the Players—Play is unlimited. Wonderful surf bathing—dancing every afternoon and night . . . by music that's the talk of the season. Golf—tennis—horse-back riding—you'll find plenty to do—and you'll find your friends here too . . . having a real vacation. Remember though (so you won't be disappointed) the Beach Club—center of all smart activities—is for Cavalier guests only.

NEW LOW TARIFFS begin at $8.00 American plan (with meals). Beach Club privileges included Write for interesting booklet.
SIDNEY BANKS, Managing Director

The CAVALIER
HOTEL and BEACH CLUB
VIRGINIA BEACH • VIRGINIA


CFRB, Toronto, is broadcasting a series of good will programs saluting various North American stations and calling attention to the Fourth International Radio Party to be held in St. Petersburg, Fla., Nov. 19-21. Continuity and production are being handled by Jack Rice, International Radio Club president, and Don Henshaw, on leave of absence from WIOD.

"STREET SCENES," which is sort of an inquiring reporter-of-the-air feature, is being resumed by WCAU, Philadelphia. Broadcasts will be every Saturday night during July and August.

SOCIETY NEWS and club notes are being broadcast as a daily feature over WMBH, Joplin, Mo., and the program is attracting favorable comment from women listeners.

ANNOUNCERS from KLZ and KOA, Denver, gave a descriptive account of the official opening of the Dotsero cut-off, built by the Denver & Rio Grande Western Railway, in the Rockies, June 16.

A "PAY YOUR TAXES" drive was sponsored over KGW and KEX, Portland, Ore., by the city of Portland and Multnomah county recently. Talks were made by civic leaders. Mac Wilkins and Cole handled the account.

LIGHTNING gave the antenna system of WHAM, Rochester, N. Y., quite a shake-up June 12, a bolt striking midway between the 225-foot tower, travelling out the cables, and smashing the huge insulators.

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TO STIMULATE ice cream consumption, especially among children, the Ice Cream Manufacturers Ass'n of Cook County, Chicago, has started a 26-week radio campaign on Chicago stations, through Lauesen & Saloman, Chicago agency.

## W. A. Richards Is Head Of New Staff at WIND

REORGANIZATION of the staff of WIND, Gary, Ind., has been effected with the appointment of W. A. (Hank) Richards, as manager of the station by Ralph Atlass, president. Mr. Richards was formerly with WLS and WAAF, Chicago, and KMOX, St. Louis.

A new artists bureau has been established under the management of Sam Silverstein, formerly of WOWO, Fort Wayne; WAIU, Columbus, and WHK, Cleveland. Other new staff members include Dave Nowinson, continuity and publicity chief; Reynold McKeown, chief announcer, formerly with WHBL, Green Bay, Wis.; Harry W. Flannery, former announcer for WOWO, Fort Wayne; Howard Chamberlain, former announcer at WELL, Battle Creek, Mich., and Edward Allen, former assistant program director of WAAF, Chicago. Boyd Gaugh is musical director.

The station, just authorized to increase its daytime power to 2,500 watts, is installing new equipment and expanding its offices and studio facilities.

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AN UNUSUAL premium, possibly the first live animal ever offered over the radio, was the Louisiana racing turtle offered by the Western Co., Chicago (Dr. West's toothpaste and brushes) to listeners sending in two toothpaste cartons. Appeal was made during its Frank Merriwell series on NBC.


BOGGS & BUHL ★

ONE OF PITTSBURGH'S LEADING DEPARTMENT STORES

Select

★ WJAS

The BOGGS & BUHL 65th Anniversary (held in June) is one of Pittsburgh's outstanding merchandising promotions.

WJAS was selected to carry the largest portion of broadcast advertising for this event.

(Boggs & Buhl are regular WJAS advertisers)

WJAS
PITTSBURGH
Columbia Basic Network
CHAMBER OF COMMERCE BUILDING, PITTSBURGH, PA.

# WNYC Is Ordered To Cease Credits

### Mayor LaGuardia Places City Station on Probation

WITHIN a few days of celebrating its tenth birthday, New York's municipal radio station, WNYC, on June 18 received orders from Mayor LaGuardia to abandon the policy of giving credit lines to organizations and newspapers which arrange programs for it. Simultaneously, the distinct impression was given by the Mayor in interviews with daily newspaper reporters that the station was to be put "on probation" until the end of the year, when the administration will decide whether it justifies the $38,170 annual upkeep—all of which is paid for salaries.

When the Fusion administration took office last January, it was freely rumored that the station would be scrapped. No action was taken, however, and operations continued as usual with Christie R. Bohnsack as director, under the supervision of Frederick J. H. Kracke, commissioner of plant and structures.

#### Opposes Commercialism

THE UPHEAVAL came when the Mayor stated that his little foster daughter had tuned in a program on WNYC which gave a credit line to one of the Italian newspapers for having arranged the feature. He condemned this as "a commercial program," though no money was paid for the time. In fact, WNYC never has sold time, and the Mayor indicated he would not sanction its going into competition with private broadcasters.

Since WNYC has no appropriation for talent or program production costs, most of its studio shows have been presented by artists affiliated with one of the music schools, in return for a credit line for the school, or in the case of foreign language programs, arranged by an appropriate newspaper in return for a similar credit.

So far as can be ascertained, there is no political motive involved in the Mayor's attitude to the station, though he is known to have suspected Tammany Hall of using it for partisan purposes in the previous administration.

The station's staff includes an engineer at $4,640 a year, a program director at $3,910, an assistant program director at $3,030, a broadcasting supervisor at $2,750, two announcers, one at $2,750 and another at $2,475, and four operators, two at $2,195 each and two at $2,025.

Several applications for the WNYC facilities, 500 watts daytime on 810 kc., have been filed by the Radio Commission, including one from J. David Stern, publisher of the *New York Post*, *Philadelphia Record*, and *Camden Courier and Post*. None has been set for hearing, however, the assumption being that the applicants intend to wait until next Jan. 1 to see what Mayor LaGuardia's plans are. The Mayor has indicated he doubts whether the city has authority to sell anything but the station's physical equipment since its wave length is licensed by the Commission. It is known that several offers to buy the station have been made to the city.

## Utilities Need Radio

(*Continued from page 11*)

"time-on-the-air" was sold like Florida real estate. Popularity and coverage claims went unquestioned. With the increasing use of radio as an advertising medium, advertisers have been demanding more definite statements concerning the actual distribution of their advertising message over the radio. Advertisers in the habit of buying their advertising in terms of certain circulation figures look to radio for similar statements.

This is where the statistician's job comes in. The NBC is at present making a very careful analysis of the actual coverage of the 87 stations associated with its networks. When the results of this study are made available to the advertiser, he will know the comparative radio value of each county in the United States.

A survey just completed for NBC by the Market Research Corporation is a study of the listening habits throughout the entire day. The purpose of the survey was to find who is listening, the wife alone, the children, or the entire family. If the radio is not in use, this survey attempts to find out why not—whether because of housework or because the available programs are not to their liking. This information will give the advertiser an idea of the best hour for a talk to the housewife or a message to the entire family.

#### Kind of Program

THE CHOICE of a program is more important to the advertiser than the decision to go on the air. Any wholesale recommendation here would probably be inapplicable to many public utilities. Each has its particular local problem.

In general I believe an institutional program, one of entertainment for the whole family, would be more suitable. The commercial credit, that is the advertisement, should be designed to create better understanding rather than direct sales. If in addition the advertising budget is large enough, daytime talks to the housewife would be of value. Such a radio campaign should tie in closely with the newspaper campaign.

A public utility executive may say to himself, "Well, radio is a wonderful thing, but this company with increased taxes, increased labor expenses, and obligations to our investors, cannot afford radio." I say a public utility cannot afford to overlook radio.

#### Responsibility to Public

THE PUBLIC utility must put the industry's side before the public. The public wants to be informed. Well-thought-out campaigns both here and in the west have been successful.

An appeal to the innate fairness and justice of the American people cannot be disregarded. Radio reaches the consumer at the best psychological moment.

Public utilities must state their case to the American public. Such an effort cannot but have the support of the best elements of every community.

---

TO PROMOTE its new $1 weekly passes, the Los Angeles Railway Co. is broadcasting a daily program on KELW.


**When a written record is needed . . .**

**BELL SYSTEM TELETYPEWRITER SERVICE *aids the broadcasting industry in many ways.***

ALTHOUGH comparatively new, Bell System Teletypewriter Service has earned an important place for itself in the broadcasting industry. Studios are steadily finding new uses for it . . . particularly when a written record is needed.

With this modern communication service, business men can *talk back and forth in writing* . . . ask and answer questions instantly . . . avoid misunderstandings . . . straighten out unforeseen difficulties with least delay. Each participant has an identical copy of the "conversation" to insure accuracy and refer to later if desired.

Bell System teletypewriter messages go direct from sender to receiver. The teletypewriters in the subscribers' offices are quickly connected through a "central" switchboard, much as telephones are connected. Each machine can then both send and receive on the same connection.

We believe you will find teletypewriter service very useful in scheduling programs . . . transmitting news for broadcast . . . handling important routine matters . . . and many other things. Your local Bell Telephone office will gladly give you full information, with no obligation whatever on your part.

## Does Your Sales Set-up Call for a Radio Program on the Pacific Coast?

•

### Do You Want It on the AIR During the Peak Evening Hours of 7 to 10 o'clock?

The Don Lee Broadcasting Company offers you a radio service so flexible that it can parallel almost any sales or distribution plan.

SOUTHERN CALIFORNIA . . . You can cover it with radio stations in Los Angeles, San Diego and Santa Barbara—3 major markets.

CALIFORNIA . . . You can cover it by adding radio stations in San Francisco, Sacramento, Stockton, Fresno, and Bakersfield—8 major markets.

PACIFIC COAST . . . You can cover it by adding the Columbia-Northwest Unit—radio stations in Portland, Seattle, Tacoma and Spokane—12 major markets.

And Your Program . . . will it be good? Tune in on "California Melodies" on the Columbia Coast-to-Coast Network any week. Hear a topnotch production job featuring Raymond Paige's Orchestra and Don Lee talent. It originates at KHJ, Los Angeles. Consult your newspaper for station and time of program.

*If you want to sell the Coast, or any part of it, better write or wire for detailed information.*

**DON LEE**
**Broadcasting System**

C. Ellsworth Wylie
General Sales Manager, Los Angeles

•

Los Angeles, KHJ — Fresno, KMJ
San Francisco, KFRC — Stockton, KWG
San Diego, KGB — Sacramento, KFBK
Bakersfield, KERN — Santa Barbara, KDB

(Northwest Unit)
Portland, KOIN — Seattle, KOL
Tacoma, KVI — Spokane, KFPY

•

Los Angeles Office.....7th at Bixel St.
San Francisco Office..1000 Van Ness Ave.


# AFA Radio Sessions Take Action

(*Continued from page 10*)

counts also was recommended by Mr. Lounsberry. The scale suggested was for contracts of less than 13 times, net; 13-25 times, 5 per cent quantity discount; 26-51 times, 10 per cent; 52 times, 15 per cent, and above 52 times, indefinite. He said that above 52 times there has been less uniformity among stations, some allowing 20 per cent for 150 times and up to 25 per cent for 300 times or more.

The problems of the networks with affiliated stations relating to rates for commercial programs, clearance of time and connected issues, were brought into the open by Mr. Patt and provoked a wide range of discussion. He analyzed what he construed to be the demands of the stations from the networks; of the networks from the stations, and of the advertisers from the broadcasting industry.

Mr. Patt suggested that the networks, stations and advertisers' representatives discuss the entire matter at the forthcoming NAB convention, declaring that once these differences are composed, some $12,000,000 to $15,000,000 in new radio business will be available because the type of facilities now sought by local and national advertisers then would be available. Moreover, he said, a great deal of new money will be available to broadcasting whenever the industry so regulates its business that certain bad types of advertising which have been accepted during the past few years are eliminated.

### Network-Station Relations

ELEVEN points, which he said represented the "wants" of the three particular groups, were recounted by Mr. Patt, as follows:

*What the stations want from their network:* (1) An equitable return on commercial programs; (2) guaranteed time for local and spot programs; (3) sustaining programs for sale locally; (4) no split networks in basic or group territory; (5) withdrawal of the networks from spot broadcasting; (6) consultation with the stations before the networks adopt policies affecting those stations; (7) identical national rates for stations, whether part of a network or used individually; (8) advertising or merchandising allowance for special network promotional activities; (9) commissions on network programs sold by local stations; (10) networks should assume full legal and financial responsibility for copyright, libel and other cases of law violation on network programs; (11) elimination of daylight savings time and universal adoption of standard time for our radio schedule.

*What the networks want from stations:* (1) An equitable return on sustaining programs; (2) guaranteed available time for chain commercial programs; (3) no spot announcements between chain programs; (4) dealer tie-in announcements of special territorial copy without extra charge during chain programs; (5) uniform local facilities for merchandising chain programs; (6) special cooperation, including use of local studios and pick-up equipment, occasional audition facilities and cooperation in handling dealer audiences on traveling national programs, artists bureau, announcements, etc.; (7) maintenance of specific standards in the handling of local advertising contiguous to network accounts; (8) the right to represent the affiliated station in every phase of the radio business, including spot broadcasting; (9) elimination of all differences between local station rates and chain rates and adoption of identical rates and discounts; (10) determination of new rate structures for all stations based on universal principles, including coverage, population, popularity and competition, and (11) equal consideration by the station for network as for local programs.

*What the Advertiser Wants from the Broadcasting Industry:* (1) Guaranteed time for both network and spot advertising accounts; (2) reduction, or if possible, elimination of spot announcements between two commercial programs; (3) basing of rates on circulation statistics rather than on wire charges or other expenses; (4) a real effort on the part of the networks and stations alike to enlarge the advertiser's audience, rather than the almost total dependence by broadcasters on the publicity, promotion, advertising, dealer and customer activities of the client to secure listeners; (5) the same sort of merchandising service on network programs as on local or spot programs; (6) elimination of red tape in the handling of networks and groups of stations; (7) more and more accurate statistical information regarding network and individual station coverage; (8) permission to cut in on chain programs with special local copy; (9) acceptance of non-cancellable time orders for six months in advance to assist in planning and allocating future advertising appropriations; (10) elimination of all conflict of interest between individual stations and network, and (11) the establishment of the NAB or some other agency as a policy-making organization.

### Reactions Are Voiced

IN OPENING floor discussion on his talk, Mr. Patt said he had written to a large number of agencies to obtain their views on this matter. They objected particularly, he declared, to running spot an-


**TOWERS OF WOOD**

Spliced Poles to 200'
Guyed Masts
Fabricated Self Supporting
Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
Franklin Park, Ill.



***KFDM***

*"The Voice of the Sabine District"*

**Remote Control Studios: Port Arthur, Orange, Texas and Lake Charles, Louisiana**

**We do not sell the use of our facilities based on the maximum physical coverage, but upon the trade territory in which we predominate.**

**No one advertising medium within itself will produce maximum results. Write for details as to merchandising support in cooperation with the manufacturer, wholesaler, and retailer. Such service includes personal contact with the retailer through the cooperation of the wholesaler, window displays, and personal letters to all the retail trade.**

**The Sabine District covering Southeast Texas and Southwest Louisiana is rapidly becoming one of the Gulf Coast's leading industrial centers, and is one of the brightest commercial spots on the map.**

**We can and will increase the distribution of any product of merit in our trade territory. All we ask is your method of distribution, and we will in turn submit our plan of cooperation for your changes and final approval.**

SABINE BROADCASTING CO., INC.
P. O. BOX 2950
BEAUMONT, TEXAS

nouncements in between network programs, and observed if that stations received enough from the networks for their time they would not indulge in this practice.

William S. Hedges, manager of NBC owned and operated stations, was called upon to explain his network's position. He declared, however, that he was not authorized to speak for NBC, and could only discuss the situation as an individual. He said he regarded the new NBC transcription service and its venture into station representation as "somewhat of an experiment," emphasizing, however, that he was in no way associated with the project.

"It is my personal view," he declared, "that this service will work out, providing a better source of revenue to stations by virtue of material which they can sell locally. It will also provide them better programs. By fall we will know more about it.

Regarding localized announcements by distributors of products advertisers in network programs, Mr. Hedges said that the new rate cards for NBC owned and operated stations will specify a rate for such announcements, which will be handled only upon specific request from the network advertiser or his agency. At KDKA, Pittsburgh, an NBC operated station, the rate will be $25 day and late night, and $50 night for localized announcements.

Called upon to express the agency view, Mr. Midgely said he was in somewhat of a quandary on the network-spot issue. One day, he declared, he is battling to clear network time over a particular station and is in the position of condemning the spot account in the way; while on the next he may be endeavoring to place a spot account, and is forced to battle against the network program occupying that time. As for localized announcements, he said a nominal charge of $10 or $15 per announcement rather than a $50 rate, seemed logical.

### Spot Announcements Decried

M. A. HOLLINSHEAD, director of the radio department of Campbell-Eward Co., Detroit, berated spot announcements generally. The spot announcement sponser, he declared, is "riding under somebody else's power." He said he would like to see the one-minute announcement relegated to a specific period, or put in a program of five minutes. The announcement alone, he declared, has no personality or news value. The straight announcement, he suggested, should be eliminated except in price mentions. As for localized announcements identifying dealers, Mr. Hollinshead, said, they are very necessary if the product needs that kind of identification.

Establishment of a cost accounting system for the broadcasting industry, made mandatory by the NRA code, was the topic of a talk by H. K. Carpenter, general manager of WPTF, Raleigh, N. C., and chairman of the cost accounting committee designated at the last convention. This committee, he explained, has sent a questionnaire to stations to develop information to be employed in setting up such a system. He emphasized the importance of this undertaking from the business standpoint, and urged stations to cooperate in the effect for their own good.

## Brinkley Runs Again

DR. JOHN R. BRINKLEY, the deposed medico-broadcaster, who lost his Kansas radio station license several year ago and then had the license for his 150,000-watt XER at Villa Acuna, Mexico, rescinded by the Mexican Government, on June 20 filed for the Republican nomination for the Governorship of Kansas. Dr. Brinkley was twice a candidate in Kansas gubernatorial elections, once losing out by only a few thousand votes. He still operates his "goat gland" hospital at Del Rio, Tex., opposite Villa Acuna.

## WSM Starts Intensive Survey Over 20 States

AN UNUSUAL summer survey, designed not only to determine program and station popularity but also to gain access into homes for agents of the National Life & Accident Insurance Co., operators of WSM, Nashville, has been undertaken in 20 states under WSM auspices. It is expected to canvass 1,000,000 homes, each of the company's 3,000 agents contacting 35 homes per day between July 1 and Sept. 1.

The survey is said to be the most comprehensive of its kind ever undertaken by a single station. Persons interviewed will be asked the following questions: "What is your favorite out-of-town station?" "What three programs do the fathers in your families prefer above all others?" "What three programs do the mothers enjoy most?" and "What kind of programs do the children like, boys and girls?"

The promoters of the survey assert "this will be no Wickersham report," declaring they will make public the results regardless of the findings. The states being surveyed are Alabama, Arkansas, California, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maryland, Michigan, Mississippi, Missouri, Nebraska, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas and West Virginia.

WOR, Newark, now building its new 50,000 watt transmitter, has been given until December 16, 1934, to complete under an extension granted by the Radio Commission, June 22.


Now Ready!

The new Jansky and Bailey Survey of Coverage and market data for

WTMJ

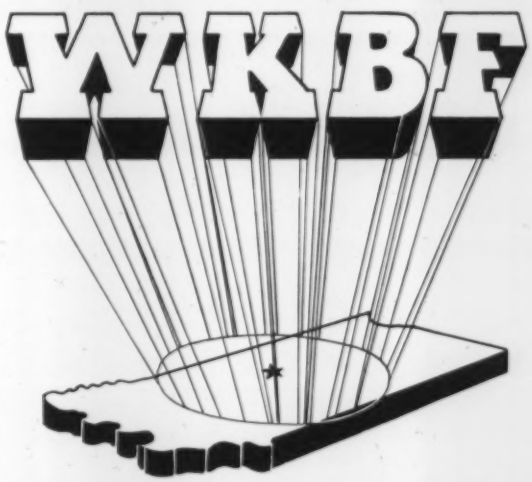
THE MILWAUKEE JOURNAL STATION

Write to WTMJ for a copy or obtain full information from

Edward Petry & Co.

*WTMJ Representatives*






COVERS THE INDIANAPOLIS AREA

NATION'S 13th RETAIL MARKET

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick, *General Manager*

L. L. "Jake" Jaquier, *Commercial Manager*

*National Representatives*
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco



*Use*

KDYL

*An N.B.C. Station*

*for profitable coverage where the people live*

**You can't sell merchandise to native wild life of the deserts and mountains**

★ In Utah, 82 per cent of the half million people live within the Salt Lake City trading zone—covered by KDYL.

The remainder of the state is sparsely settled with an average of less than one and one-half persons per square mile.

★★ Accredited surveys prove that KDYL has the greatest habitual audience in the State.

KDYL

"The *Popular* Station"

Salt Lake City, Utah

*Representatives*
GREIG BLAIR & SPIGHT, Inc.
New York—Chicago
San Francisco—Los Angeles

## Lombardo for Aspirin

MARKING its third and most pretentious radio venture, Plough, Inc., Memphis (St. Joseph Aspirin) on July 11 will start a new series titled "Lombardoland" and featuring Guy Lombardo's orchestra on 37 NBC-WEAF and supplemental stations, Wednesdays, 10-10:30 p. m., EDST. The Lombardo orchestra, presented by a sponsor for the first time without auxiliary talent, replaces the same sponsor's "Musical Cruiser" with the Vincent Lopez orchestra on the same spot. Selling talk for the new programs will concentrate on St. Joseph Aspirin, although Penetro salve will also be mentioned. Lake-Spiro-Cohn, Inc., Memphis, handles the account.

Mr. Pettey

Mr. Prall

Mr. Spearman

Dr. Jolliffe

**SEEN WITH COMMISSION—Left to right: Herbert L. Pettey, Radio Commission secretary expected to be appointed to same post on Communications Commission; Rep. Anning S. Prall, expected to succeed Hampson Gary in 1935 as commissioner after Mr. Gary's one-year term expires; Paul D. P. Spearman, slated to be general counsel, and Dr. C. B. Jolliffe, expected to be chief engineer.**

## Seven Members of FCC Named

*(Continued from page 5)*

The administration's radio liaison officer, Mr. Pettey has served with the Commission since March, 1933. He was radio director of the Democratic presidential campaign committee in 1932.

The Commission is expected to divide itself into three divisions, namely, broadcasting and allied radio activities, telephone and record communication. Each will have two regularly assigned members, one of whom will be designated vice chairman in charge of the particular division. Chairman Sykes will be ex officio member of each division. Also there will be a director of each division acting as executive officer, who will draw salary of $7,500, as against $10,000 for each commissioner.

Because of the interlocking nature of the work of each division, it is probable that there will be a commissioner on each division named as a sort of "swing" member of the adjoining division. In other words, one member of the broadcasting division will also be assigned to the telephone division; one member of the telephone division will be named a member of the record communication division, and one member of the latter division will serve on the broadcasting division. In that fashion, the Commission, although split into three parts, actually will be a self-contained, homogeneous organization.

This arrangement tentatively has been decided upon because the broadcasting division activities will be definitely interrelated with telephone land lines and other telephone service. The telephone division's activities will be related to record communications, such as teletypewriter services, facsimile and the like. And the record communication functions tie into radio and allied pursuits because of facsimile, television and numerous other phases of radio either in their actual or developmental stages.

### Await Farley's Return

WHO the directors of these divisions will be is still problematical. Appointments probably will await the return to Washington on July 5 of Postmaster General Farley, key administration patronage dispenser. It may be that the selections of chief engineer and general counsel ($9,000 per year), secretary ($7,500) and the three assistants general counsel and three assistant chief engineers ($7,500) will be held in abeyance for Mr. Farley's approval.

Since the Commission proposes to divide itself into three separate divisions, it is expected that there will be named for each division its own assistant general counsel and assistant chief engineer, each of whom logically should be men exceptionally qualified for such lines of activity. The general counsel and the chief engineer will serve for all divisions.

George B. Porter, acting general counsel of the Commission since March, 1933, is expected to obtain a post of assistant general counsel. Miss Fanney Neyman, a mainstay of the legal division, who had endorsements for a post on the Commission itself, a Montana Democrat, is regarded as a highly qualified and an exceptionally strong possibility for a second assistant general counselship. Ben S. Fisher, assistant general counsel since 1930 an dan Oregon Republican, is a candidate to succeed himself. Also endorsed for one of these posts is Albert Stephan, examiner of the Interstate Commerce Commission, who acted as legislative clerk for the Senate Interstate Commerce Committee during the drafting of the communications bill. He is endorsed by Chairman Dill, co-author of the bill.

The engineering division's present personned, it is believed, will be kept intact largely, although there is some doubt about reappointment of V. Ford Greaves, assistant chief engineer in charge of broadcasting. E. K. Jett, assistant chief for services other than broadcasting, is virtually certain of retention. There is one additional such post to be filled under the new act.

### Force to Be Trebled

LIKE the legal division, the engineering branch must expand its personnel and activities considerably. Altogether, it is estimated that the personnel of the old Radio Commission, totalling 116 at headquarters, must be trebled to care for the tremendously increased work.

Commissioner Lafount's failure to win reappointment came as a distinct shock to his host of friends and admirers in broadcasting and in public life. Second only to Judge Sykes in point of service on the Commission, he had served on the Commission since 1927 at great personal sacrifice. Always courageous, even in the face of embarrassing political situations, Mr. Lafount was a consistent advocate of clear channels and high power, thinking of the remote listener from his background of a westerner. The new Commision does not have a far westerner among its membership.

Despite the fact that he was appointed as a Republican, many strong administration adherents endorsed Mr. Lafount for appointment to the new Commission. What prompted the last minute change in the appointment slate is not definitely known. Mr. Lafount's present plans are to return to Los Angeles, where he has real estate holdings. His home is in Salt Lake City.

Commissioner Hanley, who has served on the Commission for little


WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

WHAS

Owned and Operated by
The Courier-Journal and The Louisville Times

EFFECTIVE coverage of the Middle West cannot be accomplished economically without the use of WHAS, a key Columbia station located in the very heart of the Nation's population. For more than twelve years this station has occupied a dominant position in the Middle West and there are millions of listeners in this section that can be reached through no other outlet.

CLEARED CHANNEL FULL TIME

BASIC C. B. S. STATION

50,000 WATTS—820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York Chicago Detroit San Francisco

Four of Birmingham's largest stores!
Pizitz, Loveman's, Parisian, J. Blach & Sons
Regular daily or weekly programs on

Full Time WSGN 1310 kc.

Representatives

ASSOCIATED BROADCASTING CORP., Chicago and Kansas City
COX AND TANZ, INC., New York and Philadelphia

more than a year is understood to be a candidate for some other government post. Failing to secure such an assignment, he has informed friends that he will either return to the practice of law in Omaha or establish a practice in Washington, probably with his former associate, Arthur Mullen, of Omaha, former Democratic national committeeman.

### Seeks Radio Directorship

AMONG the candidates for the post of director for the broadcasting division are Capt. Roger W. Yeomans, of California. A former officer of the Army Signal Corps, he was with the American Telephone & Telegraph Co. in charge of its radio lines until 1932, and later was in charge of the radio activities of the Civilian Conservation Corps. He has strong endorsments for the post.

William D. Terrell, chief of field operations of the Radio Commission, and former director of the radio division of the Department of Commerce, also is being considered for one of the director's posts. The oldest government radio official from the standpoint of service, he has been identified with radio regulation for more than 20 years. He is a Virginian and a Republican.

Judge Sykes' selection as chairman of the new commission has been forecast virtually since it became evident that the FCC would be created. Backed strongly by the administration, he is exceptionally qualified for the post. A former chief justice of the Mississippi Supreme Court, he is an accomplished lawyer. He presided over the very first meeting of the Radio Commission in February, 1927.

Col. Brown had the endorsement of former Gov. James M. Cox, of Ohio, for appointment to the new Commission, as well as numerous other men close to the administration. A former Secretary of State of Ohio, and a lawyer, he was named general counsel of the Commission in 1929, and was appointed to the second zone commissionership in March, 1932, by President Hoover. He is credited with much of the radio law now written on the statute books during his incumbency.

### Authority on Utilities

PAUL A. WALKER, chairman of the Oklahoma Corporation Commission, is regarded as a progressive Democrat. Endorsed by the Oklahoma Congressional delegation, he is 53 years old and has established a national reputation as a utilities authority. Born in Pennsylvania, he is a graduate of the University of Chicago, and a law graduate of the University of Oklahoma. From 1915 to 1919 he was attorney for the Oklahoma Corporation Commission, which regulates railroads, telephone, telegraphs and other utilities and also governs petroleum production. For two years afterward he was a special referee for the Oklahoma Supreme Court, and then returned as counsel for the Commission. In 1930 he was elected to the Commission itself and has served since as chairman. He has practiced before the I. C. C., representing Oklahoma in its federal litigation. Married, he has four children, two daughters, age 13 and 16, and two sons, ages 6 and 9.

Norman Stanley Case concluded his five year tenure as Governor of Rhode Island last year. He was defeated for re-election in the 1932 elections by Gov. Theodore F. Green, a Democrat. A close friend of President Roosevelt, he was one of the three "dark horse" selections. Born in Providence, Oct. 11, 1888, he has had a distinguished career in state affairs. He is a graduate of Brown and studied law at Harvard. He was U. S. attorney for Rhode Island from 1921 to 1926; lieutenant governor from 1927 to 1928, succeeding to the governorship upon the death of Gov. Pothier, and serving continuously until 1933. He served on the Mexican border as a first lieutenant and in the World war as a captain, and was decorated for bravery. He is a Baptist and a Mason.

### Stewart Youngest Member

DR. IRVIN STEWART is the youngest member of the new commission, being 35. He was born at Fort Worth, Tex., Oct. 27, 1899. He attended the University of Oklahom for two years and graduated from the University of Texas in 1920, being admitted to the bar that year. Remaining at the university as an instructor, he took his B.A. and M.A. degrees in 1922 and 1924, respectively, and in 1926 went to Columbia University to obtain his Ph.D. In 1926 he joined the solicitor's office of the State Department, but returned to Texas in 1928. The next year he was appointed head of the department of government of American University, Washington, remaining there until October, 1930, when he rejoined the State Department's treaty division.

Dr. Stewart was an advisor at the 1927 Washington International Radio Telegraph Conference, a technical advisor to the Copenhagen C. C. I. R. conference in 1931, a delegate to the International Radio Conference in Madrid in 1932 and an advisor at the North American broadcasting conference in Mexico City in 1933. Strongly endorsed by Chairman Sam Rayburn of the House Interstate Commerce Committee, which handled the communications bill, Dr. Stewart worked with that committee and with Senator Dill in drafting the measure. His choice is generally endorsed by those in the broadcasting industry because of the excellent work he has performed at the international conferences and the high esteem in which he has been held by the Radio Commission itself.

George Henry Payne, the only non-lawyer of the new commission, did, however, study law at New York University. An author and playwright with long journalistic experience, he is a member of the New York City Tax Commission and has had a varied career in Republican politics in New York. He is intimately acquainted with

(*Continued on page 45*)


**FEATURES**
On Transcriptions
Available to Stations and Agencies
*Samples on Request*
**STANDARD RADIO ADVERTISING CO.**
HOLLYWOOD. CALIF.



ABOUT RADIO IN SOUTHERN CALIFORNIA

It's a Fact!

HALF OF ALL OF CALIFORNIA'S POPULATION LIVE WITHIN A 40 MILE RADIUS OF K.F.W.B... IN THE CENTER OF THE NATION'S 4TH. LARGEST MARKET

1000 WATTS
...enough power to do the job
950 KILOCYCLES
...in the middle of the dial

K F W B
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS

NOTE: Facts, figures and other information on request

## You Don't Gamble On Futures Over WMT

For futures are based on past and present performances. WMT's past has been one of uniformly good service, and its present is the best summer of many good summers in years.

•

So WMT isn't surprised at all, when among a constant summer business, it's found that Fall is scheduled to be another banner season.

•

For instance, a firm already acquainted with WMT's service, writes: "Enclosed is our order for 78 day recordings and 78 night recordings, to start October 1." The manufacturer puts it aptly when he says that he is glad to be early so that "the most favorable times may be reserved."

•

"Most favorable times" can easily have a double meaning at WMT.

InWMT's state, more than $4,000,000 has been paid to date on corn-hog loans, the crop prospects are excellent, and there is a continued upturn in industry. It's wise to investigate

**WMT**

**"The Voice of Iowa"**

**In Waterloo**


# Merchandising Practices of Stations

*(Continued from page 13)*

from 40% to 44%. The showing of the 100-watt group no doubt can be attributed to the lack of adequate facilities.

The common newspaper practice of furnishing lists of various types of dealers and aiding the client's salesmen in planning their calls on the trade is also engaged in by 63% of the radio stations. This service is conditioned by the type of clientele the station serves, the largest stations again following the most conservative policy. The figures vary from 42% for the largest stations to 72% for those in the two smallest classes. For the 1,000-5,000-watt group, 56% is indicated.

Surveys have come into prominence during the last few years in many businesses. Slightly over half the stations conduct researches into the response to programs among the dealers, and a somewhat lesser number make surveys of the listening audience response. These studies assume a variety of forms, but the increasing popularity of telephone surveys is worthy of particular note. Personal calls contacting dealers, and the making of inquiries by means of direct mail are the two other methods most frequently employed.

Over half of the stations interviewed utilize studio facilities for the display of clients' promotional material, with the highest powered and the lowest powered stations indicating the most general usage. Of the stations displaying sponsors' products, 79% indicated that they maintain a fixed place for exhibiting the displays. The studio lobbies, outside lobbies, reception rooms, and other rooms in the various departments are pressed into service for display purposes. Some stations maintain display cases or show windows. The use of the reception room for this purpose is the most prevalent practice.

Billboard advertising of the program and the use of car cards are the least prevalent services rendered by radio stations. Only 7% utilize the former media, and 6% the latter. None of the stations in the 5,000-watt and over class makes use of car cards.

In summarizing this aggregation of statistical data, we find that the services of sending letters to the dealers, making free promotional announcements, providing facilities for an audience to be present at a sponsor's broadcast, and assisting clients in planning tie-in advertising are rendered by about three-fourths of all the stations. The activities of conducting contests for the sponsor, advertising the program in the newspapers, undertaking to persuade dealers to set up the sponsor's store and window displays, making personal calls on dealers, and furnishing lists of types of dealers and aiding clients in planning their calls on the trade are engaged in by close to two-thirds of all stations.

Over 50% of the stations also conduct surveys of the response among the dealers, display clients' promotional material in the studio, and maintain a fixed place for such displays. Certainly this seems to indicate conclusively that merchandising is firmly intrenched as a regular function of the radio station.

Let us now turn to the financial aspect of the situation, and view the bases upon which this service is offered. Two-thirds of the stations surveyed make some charge for the service which they render. This policy is most regularly employed by the higher power stations who are in a relatively favorable position with respect to competition. We find that 88% in this group bill the sponsor for services, while the other division indicates a less rigid policy. Seventy-eight per cent of the 1,000-5,000-watt stations, 64% of the 250-1,000-watters and 46% of the 100-watt stations make some charge. Although these figures seem to present a fairly favorable picture, we find that of the stations that make some charge only one-fifth bill the sponsor for *all* of the services they render. The vast majority charge for certain of the services only. The largest stations maintain the strictest policy, but even in this group only 37% bill for all activities.

Most of the replies which indicated that the station charges only certain services to the sponsor listed these specifically. In the main they include only those for which the station must make a definite cash outlay, and a number of the important services are rendered gratis where they require merely the time and effort of members of the station staff.

Approximately half of the stations render their free service equally to all advertisers, with the balance requiring a minimum contract for the extension of merchandising. The most common minimum contract is the 15-minute, 13-time contract. Six of the stations require a 26-time, 15-minute minimum, and a few have set up a basic money amount as the standard, varying from $100 a month to a $2,000 per month order. The usual basis for ascertaining the charges, where the practice is to bill the sponsor for certain of the services, is actual cost to the station, although several indicated that they assess cost plus 10 or 15%.

Merchandising is not very well organized within the stations, with only one-tenth of them maintaining separate departments to handle this function. In the majority of cases, the work is taken care of by the sales department and the salesman responsible for the particular account. Many of the stations indicated that this service is a part of the work of the commercial staff, the office staff,


**3 out of 5**

**Rate WCAE First**

**Survey of Pittsburgh Apartment Hotels shows professional and executive groups prefer WCAE.**

**THE FACTS of radio in Greater Pittsburgh, including general business conditions, number of receiving sets, primary coverage map of WCAE's ultra-modern transmitter sent upon request.**

**WCAE, Incorporated**

**Basic Red Network**

1220 Kcs. 1000 Watts

Paul H. Raymer, New York, N. Y., Representative



**WMCA**

**NEW YORK**

"The first three days' mail following this broadcast brought us 2215 replies. Frankly we were very surprised, but most pleasantly so, by this unusually large return . . . which was more than double what we had expected."

*CHARLES W. HOYT CO., Inc.*

FEDERAL BROADCASTING CORPORATION

or the station manager. Many other means of handling the job were listed.

Of the 28 stations designating themselves as affiliates of newspapers, only 32% utilize the merchandising departments of the papers, with the great majority handling the service independently.

The foregoing presents something of a complete statistical picture of the present set-up with regard to merchandising activities of stations. We next turn to the opinions expressed by those responding to the questionnaire, in response to the query, *"How far do you think merchandising service should be carried by stations?"* The opinions varied from "none at all" to "as far as possible," with a somewhat greater number subscribing to the former of these opposing points of view, and the vast majority steering a more or less middle course.

We next asked, *"To what extent do you think merchandising service should be rendered free of charge to the sponsor, and how should the cost of service be absorbed?"* On this question there seems to be rather general agreement that free service should be kept at an absolute minimum, and that the sponsor should be billed for all service at actual cost to the station, although several expressed the opinion that the station ought to add an additional charge to the cost for service. Some felt that the work should be handled by outside agencies entirely.

Now just what does this data mean to you? I have listed over ten specific merchandising services which are at the present time practiced by over 50% of the stations interviewed. This seems to point toward the conclusion that the service which received its original impetus under the stress of unfavorable business conditions has become firmly intrenched as a regular function of the radio station.

In the light of the viewpoints expressed with regard to the bearing of the expense of this service, however, it is difficult to reconcile the fact that while over 90% of the stations render some service, only 66% make some charge for this service, especially since only 20% of these bill the sponsor for all merchandising assistance while 80% assess the client only for certain of the services. It seems that radio is in a rather untenable position at present, for the practice of the majority is not in favor with either this or the minority group.

In view of these conditions, one course seems logical. Merchandising service seems destined to stay and, while it is highly desirable, the present rate structure is probably inadequate to carry its burden. An increase in the rate merely for the purpose of meeting the costs of merchandising service would be inequitable to those advertisers who do not need it and who, under this revision, would nevertheless be required to bear a share of the merchandising expense.

It seems, therefore, that any solution of the merchandising problem of radio stations must be approached from the premise that where these services entail special cost, such costs must be shifted to the specific sponsors. The exact details of a standard policy, however, must be the work of a committee of experts.


Take it

EASY

*Ride in Air-Conditioned Comfort on*

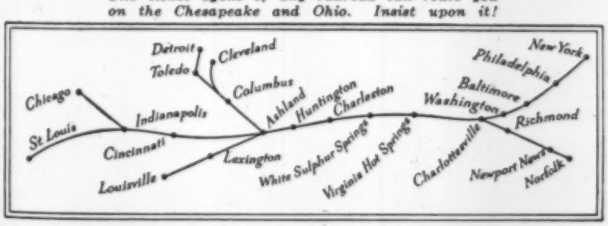
THE GEORGE WASHINGTON

THE SPORTSMAN THE F. F. V.

*The Finest Fleet of Air-Conditioned Trains in the World*

**You can take a deep breath and relax in the cool spring-like temperature of Chesapeake and Ohio's air-conditioned trains. Your clothes stay fresh and clean. Your surroundings are cheerful. Appetizingly cooked meals are served at painless prices. All this adds up to make a trip remarkable for elegance and comfort. Try it! There is no extra fare.**

*The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it!*




CHESAPEAKE AND OHIO



Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

*Commercial Cables* *All America Cables*

*Mackay Radio*

DECISIONS OF THE

# FEDERAL RADIO COMMISSION

## JUNE 15 TO JUNE 30 INCLUSIVE

## Decisions . . .

### JUNE 15

KMA, Shenandoah, Iowa.—Granted modification of license to increase D. power to 2½ kw., LS.; application for increase in night power from 500 w. to 1 kw. was designated for hearing.

KMTR, Los Angeles, Cal.—Granted modification of license to increase power from 500 w. to 1 kw.

WCBD, Zion, Ill.—Granted consent to voluntary assignment of license to WCBD, Inc.

WJDX, Jackson, Miss.—Granted license covering increase in power and change in equipment; 1270 kc., 1 kw., night, 2½ kw., D.

WJBK, Detroit—Granted modification of license to increase power from 50 to 100 w.

WNOX, Knoxville—Granted modification of license to change frequency from 560 to 1010 kc.

WIS, Columbia, S. C.—Granted CP to move transmitter to site to be determined; make changes in equipment; change frequency from 1010 kc. to 560 kc., and increase power from 500 w. night, 1 kw., LS to 1 kw., night, 2½ kw., LS.

KGGF, Coffeyville, Kans.—Granted modification of license to increase power from 500 w., night, 1 kw., D., to 1 kw., day and night.

WHA, Madison, Wis.—Granted CP to make changes in equipment and increase power from 1 kw. to 2½ kw., D.

KXL, Portland, Ore.—Granted CP to make changes in equipment; increase D. power from 100 w. to 250 w.

WOKO, Albany, N. Y.—Granted modification of license to increase D. power from 500 w. to 1 kw.

KSD, St. Louis—Granted modification of license to increase D. power from 500 w. to 1 kw.

WDBJ, Roanoke, Va.—Granted CP to increase D. power from 500 w. to 1 kw., and install new equipment.

KIDO, Boise, Idaho—Granted CP to increase D. power from 1 kw. to 2½ kw., make changes in equipment.

KQW, San Jose, Calif.—Granted CP to increase D. power from 500 w. to 1 kw., up to 7 p. m. (No change in power after 7 p. m., 500 w.)

WEBQ, Harrisburg, Ill.—Granted CP for increase in D. power from 100 to 250 w., and make changes in equipment.

WOL, Washington, D. C.—Granted CP to increase D. power from 100 w. to 250 w., and make changes in equipment.

WISN, Milwaukee—Granted modification of license to increase D. power from 500 w. to 1 kw.

KECA, Los Angeles—Granted authority to increase D. power to 2½ kw., and use old equipment of KFI.

WNAC, Boston—Granted CP to increase D. power from 1 kw. to 2½ kw., and make changes in equipment.

WIND, Gary, Ind.—Granted CP to increase D. power from 1 kw. to 2½ kw., and install new equipment.

KOL, Seattle—Granted CP to increase D. power from 1 kw. to 2½ kw., and make changes in equipment, also move transmitter locally.

WCNW, Brooklyn, N. Y.—Granted modification of CP to increase D. power from 100 w. to 250 w., and make changes in equipment.

WDAE, Tampa, Fla.—Granted special experimental authority to increase D. power from 1 kw. to 2½ kw., for period ending Oct. 1, and make changes in equipment.

KQV, Pittsburgh—Renewal of license application reconsidered and granted.

KBPS, Portland, Ore.—Granted special authority to remain silent for period beginning July 1 and ending Sept. 17.

WNRA, Muscle Shoals City, Ala.—Granted special temporary authority to operate unlimited time from July 1 and pending resumption of operation by WAMC, but not later than Jan. 1, 1935.

WTRC, Elkhart, Ind.—Special authorization which expires July 1, extended 30 days to allow completion of inquiry.

WJJD, Chicago (Ex. Rep. 555)—Granted modification of license to move studio from Mooseheart to Chicago, sustaining Examiner Hill.

KVI, Tacoma, Wash. (Ex. Rep. 565)—Granted modification of license to increase power from 500 w. to 1 kw., day and night, reversing Examiner Walker.

KGW, Portland, Ore. (Ex. Rep. 566)—Granted CP to change maximum rated carrier output power, increase power from 1 kw. to 1 kw. night, 2½ kw., D., and make changes in equipment; also change studio location. Examiner Walker reversed.

Set for hearing: WAAT, Jersey City, N. J.—Hearing on application for removal of license changed from June 19 to July 19; WJAY, Cleveland—Application for modification of license to change frequency from 610 to 640 kc., power from 500 w., D., to 1 kw., specified hours, to be heard before Commission en banc; WAIU, Columbus, O.—Application for modification of license to change frequency from 640 to 570 kc., and power from 500 w. to 750 w., 1 kw., LS, and time from limited to specified hours now being used by WKBN, to be heard before Commission en banc; WKBN, Youngstown, O.—Application for CP to change frequency from 570 to 610 kc., power of 500 w. to 500 w., night, 1 kw., LS, with directional antenna after sunset at Youngstown and specified hours to unlimited time, make changes in equipment and move transmitter locally, to be heard before Commission en banc.

WOR, Newark—Granted petition to have Commission en banc to hear application for experimental permit. Date to be decided later.

### JUNE 19

WCBD, Waukegan, Ill.—Granted authority to use transmitter of WMBI at Addison, Ill., for period not exceeding 90 days, while repairing own transmitter.

WINS, New York—Granted modification of license to increase power from 500 w. night, 1 kw. D., to 1 kw. day and night.

KTSA, San Antonio, Tex.—Granted special experimental authority to change frequency from 1290 kc. to 550 kc., and increase D. power from 1 kw. to 2½ kw., for period ending Oct. 1.

WGST, Atlanta, Ga.—Granted modification of license to increase power from 250 w. night, 1 kw. D., to 500 w. night, 1 kw. D.

KGER, Long Beach, Cal.—Granted CP to move transmitter locally and make changes in equipment.

KLUF, Galveston, Tex.—Granted special experimental authority to increase D. power from 100 to 250 w., for six months.

WSMB, New Orleans—Granted modification of license to increase power from 500 w. to 1 kw.

KGGF, Coffeyville, Kans.—Granted special temporary authority to operate specified hours, July 8 to Aug. 7, provided WNAD remains silent.

WIBG, Glenside, Pa.—Granted regular license to expire Nov. 1, 1934. Application for renewal was designated for hearing on April 27 because of pending application of Charles Dixon Gentsch, which has just been dismissed.

NEW, Martin C. McIntyre, Bradford, Pa.—CP for new station, 1420 kc., 100 w., unlimited time, heretofore designated for hearing, was dismissed at request of applicant.

WHDL, Tupper Lake, N. Y.—Granted license covering local move of transmitter and studio; 1420 kc., 100 w. D.

WJJD, Mooseheart, Ill.—Granted license covering installation of new equipment; 1130 kc., 20 kw., limited time.

WOR, Newark—Granted modification of CP to extend commencement date to Aug. 16 and completion date to Dec. 16.

WHEF, Kosciusko, Miss.—Granted modification of CP to make changes in equipment and extend commencement date to within 10 days of grant of this and completion date to 60 days from date.

WAAB, Boston—Granted modification of license to use the transmitter of WNAC.

WRAX, Philadelphia—Granted special temporary authority to operate station without approved frequency monitor from July 2 to Aug. 1.

Set for hearing: KOL, Seattle—Special experimental authority to change frequency from 1270 to 850 kc., experimentally; NEW, New York—CP on 810 kc, 500 w., 6 a. m. to sunset of WCCO (facilities of WNYC); NEW, Frank Lyman, Jr., Boston—CP on 680 kc., 250 w., limited time; WOV, New York—CP to install directional antenna and increase hours of operation from D. to unlimited; WTJS, Jackson, Tenn.—CP to make changes in equipment, change frequency from 1310 to 1430 kc. and increase power from 100 w. night, 250 w. D., to 500 w. (facilities of WNBR); NEW, A. R. Montgomery, Findlay, O.—CP (experimental broadcast) 1530 kc., 1 kw.; NEW, The Herald Publishing Co., Denison, Tex.—CP application, redesignated for hearing on new issues shown in bill of particulars filed June 21.

WJBW, New Orleans (Ex. Rep. 545)—Denied modification of license from sharing time equally with WBBX to unimited; 1200 kc., 100 w. (facilities of WBBX). Examiner Walker sustained.

WBBX, New Orleans—Granted consent to voluntary assignment of license to Coliseum Place Baptist Church and granted renewal of license, 1200 kc., 100 w., shares equally with WJBW. Examiner Walker reversed.

NEW, Indianapolis, Ind. (Ex. Rep. 547)—Granted CP for general experimental station, 12 w., continuous operation. Examiner Walker reversed.

NEW, J. H. Squires & A. E. Cullum, Jr., Dallas (Ex. Rep. 553)—Denied CP to operate on 1200 kc., 100 w., D. hours, sustaining Examiner Hill.

NEW, Earl Marvin Nail, Lubbock, Tex.—Denied CP to operate on 1310 kc., 100 w., share with KFYO. Examiner Hill sustained.

KFYO, Lubbock, Tex.—Granted renewal of license, 1310 kc., 100 w. night, 250 w. D., unlimited time, sustaining Examiner Hill.

NEW, Pittsburgh Radio Supply House, Greensburg, Pa. (Ex. Rep. 557)—Granted CP to operate on 620 kc., 250 w., D. hours (7 a. m. to LS), sustaining Examiner Walker.

NEW, A. V. Tidmore, Salisbury, Md. (Ex. Rep. 558)—Denied CP to operate on 1200 kc., 100 w. D. hours, sustaining Examiner Walker.

NEW, D. J. Burton & L. C. Davis, Temple, Tex. (Ex. Rep. 568)—Denied as in case of default CP to operate on 990 kc., 250 w. D. hours, sustaining Examiner Walker.

KTRH, Houston—Application to extend special experimental authority, 630 kc., 500 w., 1 kw. LS, 19/20 of full time, heretofore designated for hearing, dismissed at request of applicants.

WSGN, Birmingham, Ala.—Granted modification of CP to extend completion date to Sep. 19.

KGVU, Bethel, Alaska—Granted 90-day authority to operate station pending receipt and consideration of formal application for renewal of license.

W1XBS, Waterbury, Conn.—Granted special temporary authority to use 200-w. portable transmitter on 1530 kc. for 30 days.

KFNF, Shenandoah, Ia.—Granted special temporary authority to use time assigned to but not used by WILL and KUSD for one month.

### JUNE 22

WOW, Omaha, Neb.—Granted CP to move transmitter to new site, make changes in equipment and increase D. power from 1 kw. to 2½ kw.

KGBZ, York, Nebr.—Granted CP to make changes in equipment and increase D. power to 2½ kw., LS; application to increase night power from 500 w. to 1 kw., set for hearing.

WHEC, Rochester, N. Y.—Granted modification of license to increase D. power from 500 w. to 1 kw.

WRAK, Williamsport, Pa.—Granted CP to move transmitter locally in Williamsport.

WTOC, Savannah, Ga.—Granted CP to install temporary Composite DCC-Max. 100 w. transmitter, for 30 days pending completion of new permanent transmitter.

WJBC, La Salle, Ill.—Granted CP to move transmitter to Normal, Ill., and studio to Wesleyan College Campus, Bloomington, Ill.

WWAE, Hammond, Ind.—Granted CP to make changes in equipment.

KVL, Seattle—Granted CP to make changes in equipment.

### JUNE 29

WSPD, Toledo—Granted CP to install new equipment and increase D. power from 1 kw. to 2½ kw.

WMAZ, Macon, Ga.—Granted CP to move transmitter locally; install new equipment; increase power from 500 w. to 1 kw.

WDAY, Fargo, N. D.—Granted CP to make changes in equipment and increase D. power from 1 kw. to 2½ kw.

WNBX, Springfield, Vt.—Granted license covering changes in equipment and increase in power from 250 to 500 w., 1260 kc.; D. hours.

WATR, Waterbury, Conn.—Granted license covering new station; 1190 kc., 100 w., D.

WSFA, Montgomery, Ala.—Granted license covering local move of transmitter and installation of new equipment, 1410 kc., 500 w. Simultaneous D., share night with WALA.

WEED, Rocky Mount, N. C.—Granted license covering move of transmitter from Greenville to Rocky Mount, N. C.; 1420 kc., 100 w., D.

WLBF, Kansas City, Kan.—Granted license covering new equipment, 1420 kc., 100 w., U.

KTBR, Modesto, Cal.—Granted license covering new station; 740 kc., 250 w., D.

WFEA, Manchester, N. H.—Granted extension of special experimental authority to operate on 1430 kc., 500 w., U. time and simultaneous with WOKO, WHP, WBNS and WHEC, until commencement of program tests on 1340 kc., but not later than Nov. 1, 1934.

KSLM, Salem, Ore.—Granted modification of CP approving transmitter site.

KWYO, Sheridan, Wyo.—Granted modification of CP to extend completion date from July 2 to Sept. 1, 1934.

WTBO, Cumberland, Md.—Granted modification of license to change frequency from 1420 to 800 kc., and hours from U. to D.

WCAX, Burlington, Vt.—Granted modification of license to change specified hours from daily except Sunday, 12 noon to 1:30 p. m.; Monday, Wednesday and Friday, 6 to 9 p. m. to: daily, except Sunday, 12 noon to 1:30 p. m.; Monday, Wednesday, 5 to 7 p. m.; Friday, 5 to 10 p. m.

WSAI, Cincinnati—Granted modification of license to increase power from 500 w. night, 1 kw., LS, to 1 kw. night, 2½ kw., LS, using directional antenna.

WRBX, Roanoke, Va.—Granted modification of license to increase D. power from 250 to 500 w.

WQBC, Vicksburg, Miss.—Granted modification of license to increase power to 500 w., night, 1 kw., D.; change hours of operation from D. only to specified as follows: 8 to 10 a. m.; 12 noon to 3 p. m., and 5 to 7 p. m., CST, 1360 kc.

KFKU, Lawrence, Kan.—Granted modification of license to increase power from 500 w. to 1 kw.

KVOA, Tucson, Ariz.—Granted modification of license to make change in specified hours of operation.

KGGC, San Francisco—Granted modification of license for two additional nighttime hours of operation, 9 to 11 p. m.

WREC, Memphis—Granted special experimental authority to increase power from 500 w. night, 1 kw., LS, to 1 kw. night, 2½ kw., LS.

WMT, Waterloo, Ia.—Granted special experimental authority to install new equipment and increase power from 500 w. night, 1 kw., LS, to 1 kw. night, 2½ kw., LS.

KUJ, Walla Walla, Wash.—Granted special experimental authority for extension of special experimental authority to operate U. time instead of D. only.

NEW, Marion K. Gilliam, Staunton, Va.—Granted CP for new station to be located between Staunton and Harrisonburg, Va.; 550 kc., 500 w.; D.

WGAL, Lancaster, Pa.—Granted CP to make changes in equipment and increase D. power from 100 w. to 250 w.

KGKL, San Angelo, Tex.—Granted CP to install new equipment and increase D. power from 100 w. to 250 w.

WDGY, Minneapolis—Granted CP to install new equipment and increase D. power from 1 kw. to 2½ kw.

KIEV, Glendale, Cal.—Granted CP to install new equipment and increase power from 100 to 250 w.

KLZ, Denver—Granted CP to move transmitter locally, install new equipment and increase D. power from 1 kw. to 2½ kw.

WDBJ, Roanoke, Va.—Granted modification of CP to increase night power from 500 w. to 1 kw.

WBRC, Birmingham—Granted modification of license to increase night power from 500 w. to 1 kw.

WMEX, Chelsea, Mass.—Granted modification of CP to make changes in equipment and extend commencement date to Aug. 1, and completion date to Aug. 20, 1934.

WJIM, Lansing, Mich.—Granted modification of CP to make changes in equipment and correct transmitter location to City National Bank Bldg.

WRC, Washington—Granted modification of license to increase D. power from 500 w. to 1 kw.

KRE, Berkeley, Cal.—Granted modification of license to change hours from specified to U.

WDAS, Philadelphia—Granted CP to move transmitter and studio locally and make changes in equipment.

KFVS, Cape Girardeau, Mo.—Granted CP to install new equipment; increase D. power from 100 w. to 250 w.

WWRL, Woodside, L. I.—Granted CP to make changes in equipment and increase D. power from 100 w. to 250 w.

WICC, Bridgeport, Conn.—Granted CP to install new equipment and increase D. power from 500 w. to 1 kw.

WKRC, Cincinnati—Granted CP to install new equipment, increase D. power to 2½ kw., LS. (Application to increase night power from 500 w. to 1 kw., night, set for hearing.) Special experimental authority to use 1 kw. continued.

WPHR, Petersburg, Va.—Granted CP to move transmitter to near Petersburg; install new equipment; change frequency from 1200 kc. to 880 kc.; increase power from 100 w. night, 250 w., LS, to 500 w. and hours from U. to D.

WLVA, Lynchburg, Va.—Granted modification of license to change frequency and hours of operation from 1370 kc. to 1200 kc., S-WBTM to U.

WBTM, Danville, Va.—Granted modification of license to change hours of operation from sharing with WLVA to U.

WADC, Akron, O.—Granted CP to install new equipment and increase D. power from 1 kw. to 2½ kw.

WKJC, Lancaster, Pa.—Granted CP to install new equipment and increase D. power from 100 w. to 250 w.

WDAG, Amarillo, Tex.—Granted CP to make changes in equipment, increase D. power from 1 kw. to 2½ kw.

KROW, Oakland—Granted modification of license to increase night power to 1 kw.

WORK, York, Pa.—Granted special experimental authority to make changes in equipment, using directional antenna; change frequency to 1320 kc.; increase power to 1 kw., and operate U. time experimentally.

KGKO, Wichita Falls, Tex.—Granted special experimental authority to Sept. 1, 1934, to increase night power from 250 w. to 500 w. Also granted modification of license to increase D. power from 500 w. to 1 kw.

WMC, Memphis—Granted special experimental authority to make changes in equipment and increase power from 500 w. to 1 kw., LS, to 1 kw and 2½ kw., LS.

KRMD, Shreveport, La.—Granted modification of license to increase hours of operation from specified to U.

WKBB, Dubuque, Ill.—Granted modification of license to increase hours of operation from specified to U.

KFQD, Anchorage, Alaska—Granted modification of license to change frequency from 600 kc. to 780 kc.

KOIL, Council Bluffs, Ia.—Granted CP to install new equipment at site to be determined; increase D. power to 2½ kw.

KSD, St. Louis—Granted CP to make changes in equipment, increase D. power from 1 kw., LS, to 2½ kw., LS; application to increase night power from 500 w. to 1 kw., set for hearing.

KMBC, Kansas City—Granted CP to increase D. power from 1 kw. to 2½ kw.

KWK, St. Louis—Granted CP to make changes in equipment and increase D. power from 1 kw. to 2½ kw.

WOR, Newark—Granted modification of CP to make changes in antenna system; also to change street no. of studio; extend commencement date to 8-16-34 and completion date to 12-16-34.

KQW, San Jose, Cal.—Granted modification of CP to increase power from 500 w. to 1 kw. from 7 p. m., PST.

WBAA, W. Lafayette, Ind.—Granted modification of license to change frequency from 1400 kc. to 890 kc.; increase D. power to 1 kw., LS, and change in specified hours. Also granted regular renewal license for term ending Nov. 1, 1934.

KSO, Des Moines—Granted CP to move transmitter to site to be determined in Iowa; install new equipment; change frequency from 1370 kc. to 1320 kc., and increase power to 250 w. night, 500 w. D.

KGBX, Springfield, Mo.—Granted special temporary authority to move transmitter, install new equipment, change frequency from 1310 to 1230 kc., and power from 100 to 500 w., and change hours from LS to midnight.

WKBF, Indianapolis—Granted CP to make changes in equipment and increase D. power from 500 w. to 1 kw., with full time. Also granted regular renewal of license for term ending Nov. 1, 1934.

KMA, Shenandoah, Ia.—Application to increase night power to 1 kw., heretofore set for hearing, reconsidered and granted.

KGBZ, York, Neb.—Application to increase night power to 1 kw., heretofore set for hearing, reconsidered and granted.

WPEN, Philadelphia—Present license extended for 1 month from July 1, on temporary basis subject to such action as may be taken on application for renewal.

KVOS, Bellingham, Wash.—Granted renewal of license for term ending Dec. 1, 1934.

WGLC, Hudson Falls, N. Y.—Granted temporary license subject to such action as the Commission may take on this station's application for renewal, which was set for hearing because its facilities have been applied for.

WQDM, St. Albans, Vt.—License extended on temporary basis to Aug. 1, 1934, pending receipt and action on application for renewal.

KGIX, Las Vegas, Nev.—Granted renewal of license on temporary basis to Jan. 1, 1935, subject to action Commission may take on their pending application for renewal.

KPJM, Prescott, Ariz.—Granted renewal of license on temporary basis to Jan. 1, 1935, subject to action Commission may take on their pending application for renewal.

WDAF, Kansas City—Granted CP to install new equipment and increase D. power from 1 kw. to 2½kw.

Special authorizations: WHBY, Green Bay, Wis.—To remain silent July 4; KWCR, Cedar Rapids, Ia.—Extension of special temporary authority to operate on 1430 kc., with 250 w., for period beginning July 1 and ending at commencement of program tests, but not later than Jan. 1, 1935; WEBR, Buffalo, N. Y.—To remain silent July 4; WKBV, Richmond, Ind.—Special temporary authority extended to operate from 10 a. m. to 12 noon; 6 to 10 p. m., CST (D. savings time instead of CST) daily except Sunday, for period July 1 during period daylight saving time applies, but not later than Sept. 30, 1934; WRAX, Philadelphia—To operate without approved frequency monitor for period of 2 weeks from July 2; KOAC, Corvallis, Ore.—To reduce hours of operation to the following specified hours: 9 a. m. to 3 p. m. and 6:30 to 8:30 p. m., PST, for period July 1 to Sept. 1.

Set for hearing: WFAB, New York—Renewal of station license; WHAZ, Troy, N. Y.—Renewal of station license; WCSH, Portland, Me.—Modification of license to increase D. power from 2½ kw. to 5 kw.; WKEU, LaGrange, Ga.—CP to move station from LaGrange to Chattanooga, Tenn.; change frequency and hours of operation from 1500 kc. to 1370 kc., and specified to D.; KECA, Los Angeles—Modification of CP to install new equipment, increase D. power from 2½ kw. to 5 kw., extend dates of commencement and completion to 90 days after grant and 30 days thereafter respectively; WTMJ, Milwaukee—Modification of license to increase power from 1 kw., night, 2½ kw., D., to 5 kw.; KTFI, Twin Falls, Ida.—Modification of license to increase night power from 500 w. to 1 kw.; WAAB, Boston—Modification of license to increase power from 500 w. to 1 kw.; WBNX, New York—Modification of license to increase power from 250 w. to 500 w.; WTAG, Worcester, Mass.—Modification of license to increase power from 500 w. to 1 kw.; WCBA, Allentown, Pa.—Modification of license to increase power from 250 w. to 500 w.; WSAN, Allentown, Pa.—Modification of license to increase power from 250 to 500 w.; WCHS, Charleston, W .Va.—Modification of license to increase night power from 500 w. to 1 kw.; WBBM, Chicago—CP to install new equipment and increase power from 25 to 50 kw.; KFAB, Lincoln, Neb.—CP to install new equipment and increase power from 5 kw. to 10 kw.; KMAC, San Antonio, Tex.—CP to move transmitter site to near San Antonio; install new equipment, change frequency from 1370 to 1290 kc.; power to 1 kw.; hours from sharing with KONO to U.; WGLC, Hudson Falls, N. Y.—CP to move transmitter and studio from Hudson Falls to Albany, N. Y.; NEW, Rensselaer, N. Y.—CP for new station at Rensselaer, N. Y., to use 1370 kc., 100 w. U. (facilities of WGLC); WNBO, Silver Haven, Pa.—CP to move transmitter and studio from Silver Haven to near Elco, Pa., make changes in antenna system, also consent to voluntary assignment of license to The Voice of Southwestern Penna., Inc.; WALR, Zanesville, O.—CP to move transmitter and studio from Zanesville to Toledo; NEW, E. B. Craney, Helena, Mont.—CP for new station in Helena to use 1420 kc., 100 w., U.; NEW, Montana Broadcasting Co., Helena, Mont.—CP for new station in Helena, to use 1420 kc., 100 w., specified hours.

WSBT, South Bend, Ind. (Ex. Rep. 546)—Granted renewal of license; 1230 kc., 500 w., specified hours, sustaining Examiner Hill.

WSBC, Chicago—Dismissed CP to change location, install new equipment, change frequency to 1360 kc., and change power from 100 w. to 1 kw. night, 1¼ kw., LS, from specified hours to share with WGES, sustaining Examiner Hill.

NEW, Hammond, Ind.—Dismissed application for CP for new station to operate on 1360 kc., 1 kw.; share with WGES, sustaining Examiner Hill.

WSBT, South Bend, Ind.—Granted modification of license to change frequency from 1230 kc. to 1360 kc.; change specified hours to specified hours, facilities vacated by WJKS, 500 w., sustaining Examiner Hill.

WFBM, Indianapolis, Ind.—Granted modification of license to change hours from specified to U. (facilities of WSBT); 1230 kc., 1 kw., sustaining Examiner Hill.

WGES, Chicago—Granted renewal of license, 1360 kc., 500 w., 1 kw., LS on Sunday, share with WJKS, sustaining Examiner Hill. (The effective date in the above cases is July 13, 1934.)

WJEJ, Hagerstown, Md. (Ex. Rep. 560)—Denied CP to make changes in equipment; change hours of operation from D. to U., and increase power from 100 w., D., to 250 w., D., 50 w. night; 1210 kc., sustaining Examiner Ralph L. Walker. (Order effective July 6, 1934.)

NEW, C. C. Morris, Ada, Okla. (Ex. Rep. 567)—Granted CP for new station to operate on 1200 kc., 100 w., D., sustaining Examiner Geo. H. Hill. (Order effective July 6.)

Action on cases heard before whole Commission: NEW, Robert Lowell Burch, Salem, Ore.—Denied CP for new experimental broadcast station to operate on 1530 kc., 300 w. experimentally for 2 months, thereafter 1 kw., U. (Order effective July 13); NEW, General Television Corp., Boston—Denied CP for new experimental broadcast station to operate on 1570 kc., 500 w., U. (Order effective July 13); NEW, General Television Corp., Boston—Granted CP for new experimental vision broadcasting station to operate on 42000 to 56000, 60000 to 86000 kc., 200 w., U., except for time division with other license. A3 Emission. (Order effective July 13); WLBW, Erie, Pa.—Reconsidered and granted application for increase in night power from 500 w. to 1 kw.; WTOC, Savannah, Ga.—Reconsidered and granted application for increase night power from 500 w. to 1 kw.; KWCR, Cedar Rapids, Ia.—Reconsidered action of April 20 and June 26, and ordered that KWCR be authorized to use 500 w. D.

The hearing in re stations WARD, WLTH, WVFW, WEVD, WBBC, for use of frequency 1400 kc., was continued to a date to be decided later. Appearances must be filed by Aug. 1, 1934. The applications of Arde Bulova, Norman K. Winston and American Radio Productions, Brooklyn Daily Eagle Broadcasting Co. Inc., and American Radio Productions, Inc., for new stations to use 1400 kc., will be heard in conjunction with the applications of the renewal of licenses of the Brooklyn stations now using that frequency. All these cases will be heard at the same time, and all appearances must be filed by Aug. 1, 1934.

WSMK, Dayton, O.—Granted extension of specified temporary experimental authorization to operate simultaneously with station KQV from 8 p. m. to 12 midnight, EST, for period July 1 to 31; KQV, Pittsburgh—Same only simultaneously with WSMK.

KSO, Des Moines—Application for modification of license for 1320 kc., 250 w. and application of KFGQ to operate on 1370 kc., 100 w., specified hours, in Dockets 2337 and 2338, was made final, since the protest filed by WADC was dismissed at request of protestant; also that the action of the Commission reducing power of station KWCR, Cedar Rapids, was also made final.

## Seven Members of FCC Named

(*Continued from page* 41)

both President Roosevelt and Postmaster General Farley. He was born in New York, Aug. 13, 1876. During his journalistic career he was musical and dramatic and political writer for a number of New York newspapers and magazines, and is the author of numerous books. He was one of the New York campaign managers for the presidential campaign of Theodore Roosevelt in 1912. He conducted several of political campaigns in New York and himself was once a candidate for Governor and Senator.

Hampson Gary was endorsed for the Commission by Col. Edward M. House, of Texas, advisor of former President Wilson, and by Senator Shepard (D.), of Texas. A lawyer and a diplomat, he was born in Tyler, Tex., April 23, 1873. He is a graduate of the University of Virginia, and practiced law in Texas until 1914, when he was called to Washington as special counsel to the Secretary of State, later becoming a solicitor. He served as consul general at Cairo, Egypt, from 1917 to 1920 and served as Minister to Switzerland for the following year. He was a captain during the Spanish American War. He was member of the Texas House from 1901 to 1902.

### As Old Board Expired

THE WANING days of the Radio Commission proved a paradise for most broadcasting stations, which for months and even years have been clamoring for better facilities. During the last fortnight the Commission granted nearly 150 applications for increases in day and night powers, changes in frequencies, and, in fact, every request that could reasonably be granted without hearing. [See decisions on pages 44 and 45.] Only the most controversial cases were held over for hearing by the new Commission in the unprecedented deluge of decisions, designed to clear the docket.

Orders were given by the Commission, after the communications bill had been signed by the President, to clear every application as expeditiously as possible. Applications received in the morning of one day, in numerous cases, were approved within 24 hours by the Commission. Examiners' report which have been hanging fire for months likewise were taken up. Several new stations were licensed.

Rumors are rife about the formation of new "100-watt" networks by virtue of the new provision in the communications law, which allows the licensing of additional 100-watt stations without regard to the Davis amendment or to quota.

The editorial lashing to which the Radio Commission had been subjected for the past few months, based on allegations of political maneuvering, continued unabated as that agency expired. The *New York Herald-Tribune* launched an editorial attack upon it and certain of its members that reverberated throughout the industry. Walter Lippmann, famous editorial writer, flayed the Commission, and particularly Secretary Pettey, because of the part politics has played in its activities. The bugaboo about freedom of the air also was raised. Mr. Lippmann suggested it was improper for Mr. Pettey to sit as secretary of the Commission and at the same time serve as administration radio liaison officer.

Ogden Reid, editor of the *Herald-Tribune*, who had been called upon by the Commission in a formal resolution in May to substantiate the editorial assertion in his newspaper that the radio is controlled by the administration and used as a mouthpiece of the New Deal, on June 18 answered by declining "to render an accounting." Simultaneously, however, the newspaper launched a series for articles which essayed to bear out the editorial contention. These articles set out prove that radio is the mouthpiece of the New Deal and that the Commission wields the power of "life and death, sound and silence" over stations.

These vigorous attacks were climaxed by a full-page article in *Time Magazine* reviewing the Radio Commission's political plight and dwelling upon Secretary Pettey and his activities since becoming Commission secretary in March, 1933.

## The Other Fellow's Viewpoint . . .

### We Apologize

To the Editor of BROADCASTING:

In your issue of June 15, under the heading "Radio Advertisers, Agencies and Representatives," you state that Waitt & Bond, Newark, N. J. (cigars), has placed its advertising with Gotham Advertising Company, New York. This is incorrect. Waitt & Bond advertising is handled by Batten, Barton, Durstine & Osborn, Inc. Gotham Advertising Company handles the advertising of our affiliated company, Porto Rican American Tobacco Co. B. B. D. & O. also handles advertising of our affiliatd Congress Cigar Co. (La Palina cigars).

MARCUS CONLAN,
*Advertising Manager,*
Waitt & Bond, Inc.
June 20, 1934., Newark, N. J.

FAULTLESS STARCH Co., Kansas City, through the Russell C. Comer agency, Kansas City, is placing its "Forty-Niner" transcription programs on stations in the west and southwest.

### Using "Broadcasting"

To the Editor of BROADCASTING:

I know that you edit your magazine with the thought that most of the persons reading it are interested in radio broadcasting from a professional standpoint. So, you may be surprised to know that I am finding the public at large—the listeners to radio—very interested in what you publish.

I give a daily 15-minute program on KOIL, called "Mostly About Radio," in which I give very informally information about radio stars, set-ups, conditions, policies, and what-not. Much of it arises from questions phoned or written by listeners, but most of it is secured from the publicity bureaus of the chains, from our own publicity men, and from magazines. Most of the magazines are those aimed at the public, but, frankly, I secure almost as much from yours as from any other. I do have to "interpret" it, however; that is, work it over into non-technical phrasing for the listener.

Incidently, we believe here that this program, giving the public "behind the scenes" data on radio, is one of our most popular.

JOHN M. HENRY,
*Manager,* KOIL,
Omaha-Council Bluffs.

## CLASSIFIED ADVERTISEMENTS

**Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.**
**Forms close 28th and 13th of month preceding issue.**

### Help Wanted

A good radio salesman is wanted. Drawing account plus liberal commission. Fastest growing full time station in Southern city of 400,000. References. Box 193, BROADCASTING.

### Situations Wanted

Salesman. Could fill in clerical department. Also pianist. College graduate. Salary no object. Box 195, BROADCASTING.

Announcer - continuity writer - pianist. Willing to start in clerical department. College graduate. Go anywhere. Salary no object. Box 194, BROADCASTING.

### FOR SALE

For Sale—RCA type 100 w. hundred watt transmitter; used one year; in perfect condition; price $3,000, including motor generator set and starting switch, less tubes and crystal f.o.b. cars Worcester. Write Station WORC, Worcester, Mass.

### McCarthy Returns West

C. L. McCARTHY, assistant station relations manager of NBC, New York, has resigned to return to San Francisco in an executive capacity with Ralph Brunton's newly organized Northern California Broadcasting System. He is expected to take over management of KQW, San Jose, recently acquired by the Brunton organization. Mr. McCarthy previously had been assistant to Don Gilman, NBC Pacific Coast vice president, and had been transferred to New York three months ago. Mr. Brunton, before he entered a San Francisco hospital in June with an infected foot, made the following executive appointments for his new hookup of KQW and KJBS: Joy Storm, formerly with KEX and KJR, production manager; Lena May Leland, musical director; Dudd Williamson, announcer, all three to function in the San Jose studios of KQW.


RCA

**FREQUENCY MEASURING SERVICE**

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.


### Credo F. Harris, LL.D.

(*Continued from page 27*)

at Glenview, a beautiful suburb of Louisville and had lived there more than 20 years when the country home burned. Since then he has lived in the city of Louisville proper.

His second book, a very beautiful volume, *Motor Rambles in Italy* followed shortly after *Toby* and was praised by a few of the critics that didn't particularly care for his first book. This volume was the result of a motor trip from Baden-Baden to Rome following the World War, in which he served in 1917-18 as a commissioned major in the American Red Cross Division.

Shortly after returning to this country, where he engaged again in newspaper work on the old *Louisville Herald* and later went over to Judge Bingham's *Courier-Journal*, his third book, a novel of the Kentucky mountains called *Sunlight Patch* appeared. Credo Harris' next literary efforts were two novels of the World War entitled *Where the Souls of Men are Calling* (1918) and *Wings of the Wind* (1920). In the spring of 1934 his mystery comedy *Diana's Play* was chosen by the Little Theatre Company for production, and upon its premiere was acclaimed a success.

Educational and religious organizations throughout WHAS territory have always played a most important part in the development of the station. Judge Bingham, now United States Ambassador to England, saw his dream come true when in 1932, with the aid of the University of Kentucky, Credo Harris established the first "listening center" educational broadcasts in this country. Many remote sections of mountainous Kentucky are made inaccessible for days by bad roads. Today there are 16 "listening centers"—where Kentuckians gather to hear the world's news, educational features, religious services, crop reports, dress fashions and what not, brought to them in specially arranged programs. Battery-operated receiving sets are placed in these centers and maintained free of charge. It is no uncommon thing for a Kentuckian to walk 10 or 12 miles daily to one of these listening centers, established in a general store, school or private dwelling.

Because of his untiring efforts for religious and educational institutions, Credo Harris was signally honored on June 6, 1934, when he was awarded a Doctor of Laws Degree by the Asbury College, Wilmore, Ky.

That Credo Harris possesses an unusual amount of executive ability, along with a wealth of artistic genius, is attested by the fact that the majority of the WHAS personnel has been in his employ for years. For instance, J. Emmett Graft, chief engineer, and Miss Dorothy Kirchhubel, secretary, also celebrate this month their twelfth year of service with WHAS.

Credo Harris is a member of the Society of Colonial Wars, and was its Kentucky Governor in 1929-30; the Sons of the American Revolution; the Kentucky State Historical Society; the New York Southern Society, Filson Club; the Pendennis and Louisville Country Clubs. He was twice president of the Arts Club.

### Two Requesting Waves In 1500-1600 kc. Band Rejected By Commission

TWO MORE applicants for new broadcasting stations in the 1,500-1,600 kc. band were heard by the Radio Commission June 27, with a third pending application postponed for consideration by the new Communications Commission. Both were denied at the Radio Commission's windup meeting June 29. The applicants heard were General Television Corp., Boston, seeking 1 kw. on 1,570 kc., and Robert Lowell Burch, Salem, Ore., seeking 1 kw. on 1,530 kc. The postponed case was that of D. E. Replogle, former chief engineer of Hygrade Sylvania Co., who also seeks a 1 kw. station in the Boston area on 1,570 kc.

General Television, an offshoot of the old Shortwave & Television Corp., Boston, through A. M. Morgan and Hollis S. Baird, stated it has radio equipment valued at $125,000, an assured income of $500 and plans to sell time to support itself. It also had plans to sell certain patents to raise capital and support the program of research required in the new "high fidelity" band.

Mr. Burch stated he had placed a tentative order for an RCA Victor 1 kw. transmitter, and said he was adequately financed to conduct tests on the newly opened frequency.

## PROFESSIONAL DIRECTORY


**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

**T. A. M. CRAVEN**
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

**GLENN D. GILLETT**
*Consulting Radio Engineer*
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
*National Press Bldg. Washington, D. C.*
*N. Y. Office: Englewood, N. J.*

**FRED O. GRIMWOOD**
*RADIO ENGINEER*
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

**G. H. WINTERMUTE**
*Frequency Monitoring Service*
9420 JONES MILL ROAD
CHEVY CHASE, MD.

# The Answer!

RADIO has established itself as an advertising medium but has not been available for most advertisers. It has not been a vehicle that all-comers could use, in the way that they use newspapers, magazines, car-cards or direct mail.

The reason for this lies in the nature of radio. It requires two functions of the advertiser: an editorial function which is the program *and* an advertising function, the commercial. Other media require only the advertising function.

## WORLD PROGRAM SERVICE

Radio has been saying to advertisers, "You can reach a great many people with your sales story this way, IF you first find the program which will get people's interest so as to assemble your audience." No wonder radio has seemed mysterious to the advertiser who is asked to gamble on a show before he can advertise. Advertising is something that he understands and he has learned by experience that it pays. But the editorial function is another matter. Moreover, the cost of top-notch programs involving talent, rehearsals, and a tremendous amount of time and work has been out of proportion to the cost of time on the air unless a number of stations are used as in a network. The advertiser who tries to get around this by slighting the "editorial function" simply gambles on a program and more often than not wastes his money. This dilemma has called out the World Program Service.

*The heart of this Service is that it takes the burden of the editorial function off the shoulders of the advertiser, and leaves the advertiser with but one familiar function to perform—namely, advertising.*

This makes radio as simple to use as other advertising media. All advertisers (national, regional, or local) who want to use this medium may now do so without having first to overcome a lot of special obstacles. The program cost is so nominal that all but a small percentage of the advertiser's dollar goes to purchase space, that is, time on the air. This means much more advertising within the same budget. Moreover, without the burden of a heavy initial outlay for the program, the advertiser is free to use one or many stations—in the same way as he would use one or many newspapers.

The experienced magazine and newspaper advertiser, without shouldering the responsibility for the editorial build-up, selects the editorial appeal appropriate to his advertisement. He calls it "type of circulation". *The World Program Service offers the same freedom of selection.* Before going on the air the advertiser is invited to consider hundreds of titles; dance numbers, vocal solos and duets with orchestral accompaniment, quartets, salon music, concert selections, Hawaiian and Marimba music, violin solos and quartets, piano and organ numbers, bands, marches, and fanfares. He can listen to any of these he desires; weigh the spirit and appeal of the selections; and adapt his program to his product.

Ninety-five stations from coast to coast are associated in the World Program Service. There are no limitations in the choice of markets.

This clearly brings a new facility to radio advertising—one that is thoroughly adaptable to merchandising and selling. An audition will gladly be arranged at any member station or one of our World offices.

## WORLD BROADCASTING SYSTEM, INC.

**50 WEST 57TH STREET, NEW YORK, N. Y.**

*Offices and Recording Studios at*

**400 West Madison Street, Chicago, Ill.** **555 South Flower Street, Los Angeles, Cal.**

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE